



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 37

NEW YORK, THURSDAY, APRIL 1, 1937

FIVE CENTS

4 Awards to CBS, 2 to NBC

2-HOUR DEDICATION SET FOR WEEI TRANSMITTER

Boston—WEEI will officially dedicate its new 5,000 watt Western Electric transmitter and transmitter house in a two-hour program on Saturday, 3-5 p.m.

Station will hold "open house" at the new transmitter during the dedication program and special remote pick-ups from all over Boston will be broadcast. Pick-ups from the new streamline Comet as it arrives at South Station from Providence and a two-way contact with an American Airlines plane as it nears Boston are planned.

Program will pay tribute to the State of Massachusetts and other New England states. The governor

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Heinz to Run Contest With Payoff in Products

H. J. Heinz, through the medium of its CBS "Magazine of the Air" program, will start an "Eaters Digest Recipe Contest" on April 9. Payoff will be in Heinz products—1,400 in number. Entrants submitting recipes to the contest must include a Heinz product in the recipe. No proof of

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New Program Is Set For Chase and Sanborn

J. Walter Thompson and NBC yesterday officially confirmed the new line-up of talent to be heard on the Chase and Sanborn program when it goes musical May 9. Don Ameche, NBC actor and film star, Werner Janssen, symphonic conductor and

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In Dad's Footsteps

West Coast Bur., RADIO DAILY
Los Angeles—Kelly Anthony, son of Earl C. Anthony, owner of KFI and KECA, the NBC outlets, has joined the staff of his father's stations to start a special events department. He has been with the Ed Petry station rep agency in New York for a year or so. The lad is a U. of C. graduate.

THIRD ANNUAL AWARDS Women's National Radio Committee

BEST MUSICAL PROGRAM

Ford Motor Co.'s Ford Sunday Evening Hour, over CBS network.

BEST VARIETY PROGRAM

Rudy Vallee's Varieties, sponsored by Standard Brands, Inc., over NBC-Red network; Vallee program selected for second consecutive year.

BEST EDUCATIONAL PROGRAM

NBC's Chicago University Round Table, sustaining over the NBC-Red network.

BEST NEWS PROGRAM

Boake Carter, sponsored by Philco, over CBS network.

BEST CHILDREN'S PROGRAM

CBS for "Children's Corner", sustaining, with Dorothy Gordon.

BEST DRAMA PROGRAM

Lux Radio Theater, sponsored by Lever Bros., over CBS network.

SPECIAL AWARD

WOR and Mutual Broadcasting System, for outstanding contribution to serious music.

SUPER AWARD

Walter Damrosch, for doing more in behalf of good music over the air than any one man in this country.

WOR-Mutual, Damrosch Also Are Honored By W.N.R.C.

CBS walked off with four honors, with NBC getting two, while WOR-Mutual and Walter Damrosch were specially cited in the Third Annual Awards of the Women's National Radio Committee, announced yesterday at a luncheon in the St. Regis Hotel before a gathering of about 300 from the radio and advertising fields as well as WNRC members. A tabulated list of the awards appears on this page.

In addition to the six straight awards instead of the four usually made, two special awards were made, one going to WOR and the Mutual Broadcasting System, "for its outstanding contribution to serious music" through its consistent presentation of the Stadium concerts and operas during the summer season when there is a limited amount of fine music on the air. The eighth, and "super-award," went to Dr. Walter Damrosch.

Mrs. William H. Corwith, chairman of the Awards Committee of the WNRC, made the presentation of the scrolls, William S. Paley, president of CBS, accepting all but one of the CBS program awards in behalf of either CBS or the sponsor involved. C. A. Eslinger of the Ford Edgewater plant accepted the Ford scroll, and Rudy Vallee for Standard Brands Inc. President A. J. McCosker handled the WOR and Mutual end, and Margaret Cuthbert, director of Women's Activities for NBC, battled for President Lenox Lohr, who was unable to appear. Also unable to appear was Chairman of the FCC Anning S. Prall, who sent his regrets and felicitations. Sev-

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FCC IS OPTIMISTIC OVER HAVANA RESULTS

Washington Bureau of THE RADIO DAILY
Washington—FCC is "more than pleased" with the results of the Inter-American radio conference which was concluded this week in Havana, according to A. D. Ring, chief of the FCC engineering division.

Advices received from the Ameri-

(Continued on Page 3)

MPPA's \$38,000 MARCH; WBS LIBRARY RENEWED

Music Publishers Protective Association, clearing electrical transcription music licenses, will have for distribution to copyright owners for the month of March the sum of \$38,000. This is an all-time high in

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Jack Howard is Prexy of CR; Aylesworth is on Directorate

Jack R. Howard, for the past six months assistant secretary of Continental Radio Co., the Scripps-Howard radio station subsidiary, has been elected president, succeeding Karl A. Bickel, who becomes chairman of the board in place of W. W. Hawkins, it was announced yesterday.

Hawkins becomes chairman of the executive committee, a new post in Continental.

M. H. Aylesworth, former NBC president and more recently chairman of the board of RKO, now with Scripps-Howard newspaper chain,

(Continued on Page 3)

Ahead of the News

Arthur Hale, newscaster on WOR, at 11 p.m. on Tuesday night quoted some remarks supposed to have been made that evening by Senator Robinson in his Supreme Court speech. Robinson was speaking on the air at the same time as Hale, but over CBS, and did not utter the lines in question until about ten minutes after Hale quoted them.

Commentators Come Tough

Lowell Thomas' favorite winter sport is skiing, and he spends most of his week-ends on such jaunts. The past week-end he went up to New England to indulge in some of the sport with Sig Buckmayr, famous ski gymnast. In doing a jump over a wall, Thomas went some 15 feet in the air and came down on his coco. The NBC and Fox Movietone News commentator kept on skiing, however. That night a doctor examined him and found the following injuries:

A sprained calcaneus, two sprained meoleoli, a sprained tibia, a sprained fibula, a strained gastricnemius, a sprained patella, a strained semi-lunar cartilage, strained anterior and posterior cruciate ligaments, strained muscularus, a capitus, a fracture of the cartilage of the right scapula and a strain of the sternoclavicular mastoid muscle.

His etacoin shrdlu wasn't even scratched.

First Big League Game Over Mutual Network

Mutual network, through its Washington outlet, WOL, will air the first baseball game of the big league season on April 19 when the Washington Senators play Philadelphia. Net will begin broadcasting at 2:45 p.m. with a 15-minute description of the opening ceremonies during which President Roosevelt will toss out the first ball of the 1937 season. Web will not carry the first few innings of the actual game, however, due to previous commercial commitments. Broadcasting will be resumed at 3:15 p.m. and will continue until approximately 5 p.m. On April 20, WOR will broadcast first local game, Brooklyn vs. Giants will broadcast.

Atlantic Refining Buys Ball Games Over WBAX

Wilkes-Barre, Pa. — Atlantic Refining will sponsor exclusive WBAX broadcasts of all baseball games of the Wilkes-Barre Barons N. Y. P. League this season, it is announced by H. A. Seville, station manager.

Berle Staying Longer

West Coast Bureau of THE RADIO DAILY
Los Angeles — Because additional time is required for the completion of Milton Berle's RKO picture, the Gillette Community Sing, originally intending to stay here six weeks, is extending its time at least two more weeks.

Expect Action on Ascaph Bill

Lincoln, Neb. — Action is scheduled this week on the Ascaph measure before the unicameral legislature here. Bill would make Ascaph violation of the Sherman Anti-Trust law. At a recent hearing, proponents of the bill far outnumbered the opponents and it was advanced to general file for vote.

NBC Frisco Press Shift

San Francisco — Noel Corbett of the NBC press department here has been transferred to Hollywood. Alden Byers replaces him in the local post. Lloyd E. Yoder is manager of the NBC western press division.

KOIN Adds Programs For Columbia Network

Portland, Ore. — CBS network is asking for more, and KOIN will increase its production for the Coast network from three and a half hours to four and a quarter hours weekly beginning tomorrow, according to Charles W. Myers, president of KOIN.

Kermit Holven, California tenor, who recently joined the KOIN staff, will be featured twice a week as "Enrico Jovan" program Mexican ballads with Julius Waters, accordionist.

Kitchen Show Goes Big

Denver — Public Service of Colorado is so well pleased with the reception of Gas Hospitality House, their demonstration kitchen and auditorium, both from an audience and air standpoint, that the airings from the house will be increased from two to three a week in the near future. The kitchen operates five days a week, and ladies are turned away every day from the auditorium. Mail has soared in the seven months of operation. Program is aired over KLZ by remote, with Wesley Battersea doing the announcing, and Bob Bradley, former Chicago radio performer, singing ballads and acting as foil for Battersea, with Les Welans at the piano.

WMAZ Adds to Staff

Macon, Ga. — With its CBS affiliation becoming effective April 4, WMAZ personnel is being boosted to 15. The station started in 1922 with two employees.

WIP Short Wave July 15

Philadelphia — WIP expects to have its short wave transmitter in operation by July 15. FCC recently granted the station short wave transmission on the following wave lengths: 31,100, 34,600, 37,600 and 40,600 kilocycles, each with 10 watts power.

Untitled Stories

WKY, Oklahoma City, presents a daily dramatized short story without a title. Listeners are given prizes for the best names submitted. Program is on at 12:30-12:45 p.m., with Approved Laundries of Oklahoma City as sponsor.

Ed Lindstrom Recovered

Ed Lindstrom of the "Norsemen" is over his gripe and back on the job.

COMING and GOING

TOM FIZDALE arrived in town last night.

HAROLD E. FELLOWS, WEEI manager, left New York last night for Boston.

EDWIN K. COHAN, CBS director of engineering, is now en route to New York from the West Coast. Expected here early next week.

HILDEGARDE sails for London on April 24 to fulfill her three-week Coronation engagement at the Ritz. She will return to New York next fall.

KATE SMITH and TED COLLINS arrived yesterday from an Easter vacation at Lake Placid.

HENNY YOUNGMAN with MRS. YOUNGMAN and their daughter arrive from Baltimore this morning after completing a vaudeville engagement there.

JACK HURT, sports' announcer for KFJZ, Fort Worth, Texas, leaves April 10 for Chicago, where he will look into the baseball announcers training school.

BILL STUHLER, Young and Rubicam radio executive, has returned from the coast.

CAL SWANSON leaves Hollywood today for New York.

EARL HARPER, the WNEW sports announcer now in the south covering training camp baseball games, will journey to Chicago soon for the conclave of baseball game announcers called by General Mills, which is sponsoring a batch of games this summer.

February Radio Exports Show \$545,000 Jump

Washington Bureau of THE RADIO DAILY
Washington — The Radio Manufacturers' Ass'n having just released figures for January radio apparatus which shows an increase over the year before, the Commerce Department Division of Foreign Trade Statistics in its regular monthly report comes through with February statistics giving the month an increase of \$545,000 over that of February last year.

February figures are \$2,376,000, compared to \$1,829,000 for the same period last year. For two months ending February, 1937, exports totaled \$4,960,000, against \$3,868,000 for the same time in 1936.

Evans Adds 2 Sports Spots

Chicago — Jimmie Evans, former Northwestern All-American gridiron and baseball star, heard daily over WCFL in a sportscast sponsored by Morris B. Sachs, has added two new spots on same station.

First is new quarter hour sports review for Studebaker Motor, six days a week beginning April 12 at 6:30 p.m. CST. Other is Sunday shot at 5:45 p.m. starting in May for Great West Life Insurance, also sports commenting. Set through Schwimmer, Scott agency.

Evans is also sports authority of the Jack Armstrong script for Blackett-Sample-Hummert agency.

MOTION PICTURE LIGHTING AND EQUIPMENT CORP.

WE FURNISH
Electrical Lighting Equipment of Any Kind
FOR RADIO STATIONS
244-250 WEST 49th STREET
New York City Tel. Chic. 4-2074

LEO SAYS:

WHN
starts baseball
for Wheaties
on April 22

WHN DIAL 1010
AFFILIATED WITH
M-G-M LOEW'S



HOWARD PREXY OF CR; AYLESWORTH ON BOARD

(Continued from Page 1)

has been elected a member of the board of directors. Others include Bickel, Howard, Paul Patterson, who is comptroller and general counsel for both the newspaper chain and the radio company, and Hawkins. William G. Chandler was not re-elected to the board, desiring to devote all his time to his regular post, general business manager of the Scripps-Howard newspapers. James C. Hanrahan continues as vice-president of the Continental.

New officers were elected at a meeting of the board of directors of Continental on March 18, but release was not authorized until yesterday. Around the trade it is believed that the whole set-up of Continental was discussed at the annual conference which was held at Scripps' ranch, "Miramar", in San Diego county last January. Reports were current at that time that Aylesworth would take an active interest in Continental, but officers of Continental would not confirm.

Jack Howard, son of Roy Howard, chairman of the executive committee of the Scripps-Howard chain and president and publisher of the New York World Telegram, has been in the radio field since April, 1936, when he joined WNOX, Knoxville, owned by Continental. Last fall he was shifted to Washington as Continental's representative, then to New York as assistant secretary of the company.

Continental was formed by Bickel in August, 1935, incorporated under the laws of Ohio. WCPO, Cincinnati, WNOX, Knoxville, WMC, WNBR, Memphis are now owned by the company.

FCC is Optimistic Over Havana Confab Results

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can delegation, which arrives here next Monday, indicate that an agreement will be reached on the short wave problems involved, Ring told RADIO DAILY.

Another conference of wider scope will be held in Havana in November.

Eddie Garvie Auditioned

Eddie Garvie has auditioned his medicine show for a big sponsor and is awaiting reports.

1	9	3	7
SUN	MON	TUE	WED
4	5	6	7
10	11	12	13
16	17	18	19
22	23	24	25
28	29	30	

April 1
Greetings from Radio Daily
to
Eddie Duchin
Dave Driscoll
Arthur King

NEW PROGRAMS—IDEAS

Flexible Personal Program

"Strictly Personal," heard over WHEC, Rochester, N. Y., on Wednesdays at 7:30 p.m. and sponsored by Gray's Ideal Arch Shoes, presents a new slant in program ideas. Composed of several departments, it is subject to change if the mail response warrants. Actually it is an opportunity for the audience to express itself in almost every conceivable way.

The present setup includes a department devoted to tales of "How I Met My Husband (or wife)", a liars' club, a problem clinic, in which listeners air their views concerning civic problems or personal problems common in a great many households. Contributors are presented with theater passes. So many letters were received following the first broad-

cast that passes could be given only to those whose contributions were used.

The liars' club proved to be a popular feature, and the results will rank with the best of tall stories.

Francis Owen and Ken French originated the idea and produce the show.

Medical Science Series

Baltimore—A new series of educational programs will be launched by WBAL, on April 7. It will be broadcast every Wednesday, 4-4:15 p.m., under the direction of the Baltimore Retail Druggists Association. Each week's program will tell an interesting story of some recent discovery in medicine and will consist generally of airing valuable and timely health preservation information.

Varied Viewpoints

Air Salesmanship

An Art in Itself

THE most important feature of any radio broadcast should be the selling of a sponsor's product or service. I think it's silly to spend thousands of dollars in building a presentation to get public interest to spend thousands more to hold that public interest and then fail to get the most from the commercial announcements.

Salesmanship on the air is an art in itself, calling for persuasion, intelligence of mass psychology and an ability to sway the multitude to your way of thinking. This cannot be accomplished with the average run of stereotype announcements. — MARTIN BLOCK.

U. S. and Canadian

Amity Unparalleled

THE high standard in international broadcasting amity that exists between the U.S.A. and Canada is unparalleled between any other two nations in the world.

In Europe, virtually every nation frequently finds cause for diplomatic expressions of protest over certain programs crossing international borders. Severe protests have been made over propaganda injected into programs and the violations of domestic copyrights in music and script material.

However, the radio relations of the U.S.A. and Canada, which by reason of the long coast-to-coast borderline tend to a great program interchange, have always been maintained on a most friendly level with no friction whatsoever.

The American advertiser purchasing time on Dominion stations re-

alizes that the easiest way to sell his goods is to first win the good-will of the Canadian listener. This calls for especial care in program preparation to eliminate any disapproval on the part of the listener across the border. It is the seemingly minor points that must be watched.

For example, certain jokes about King Edward's abdication and the Dionne Quintuplets—who are wards of the Crown—would not register well from a commercial angle when broadcast in Canada, although they might be considered in good taste on a domestic program. Free speech is not involved on this point. The American advertiser can build his programs along the lines he desires, but he should not forget that this prime purpose is to win the good-will of the listener who is his prospective customer; it's bad business to offend him. — JOSEPH J. WEED.

Popular Music Tastes

Enhanced by the Radio

RADIO has given greater breadth to the musical tastes in popular music in 20th century America than any nation has possessed in the history of the world. While it is true that currently there is much hue and cry over the frenzied type of jazz known as swing—very similar to the popular music immediately after the World War—the radio listeners are equally enthusiastic about symphonic, operatic, and semi-classical selections. I have been pleasantly astonished at the tremendous favorable response to my introduction of simple folk tunes into my orchestral programs. American songs like "Reuben, Reuben, I've Been Thinkin'" and "Oh, Susanna!" appeal to listeners of every age both in rural districts and in the metropolitan area. — ANDRE KOSTELA-NETZ.

2-HOUR DEDICATION FOR WEEI TRANSMITTER

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of Massachusetts, C. F. Hurley will do the official dedication.

Program will be under the personal direction of Harold E. Fellows, WEEI manager. Present from the CBS New York offices will be Melford Runyon, Kelly Smith, and John Karol. Column ads in the outlying newspapers on Saturday and Boston papers on Sunday, will tell the public about the dedication.

Short-Waving Thomas During Foreign Trip

Lowell Thomas will be heard on the NBC-Sunoco program for portions of the quarter-hour while he is en route to and from Europe and will also do some broadcasting direct from the ships he will use to cross the Atlantic.

Thomas sails April 28 on the Europa, and will be heard from sea on the Sunoco program, April 30. From Paris on May 5 another program will be short waved. The entire quarter-hour on May 12, Coronation Day, will be used by Thomas for a short wave description of the event, speaking from London. Another program will originate from London on May 18. He sails for home via the Queen Mary on May 19 and will do a broadcast from the ship two days later. Guest commentators will substitute for Thomas while he is abroad.

Warren and Dubin

are in town and have just played for us what we sincerely believe is the GREATEST score these prolific tune-smiths have ever written.

Pardon our enthusiasm but . . .

The

'Singing Marine'

. . . tunes from the WARNER BROS. production will startle the music world.

published by

Remick Music Corp. New York

PROMOTION

Book for Radio Listeners

Atlanta—Van Nostrand Radio Engineering Service is releasing a 50-page book, "Radio and How It Works", for edification of the listener on matters of music, voice, transmission processes, etc. Booklet is designed for distribution in a tieup with stations. Back cover has space for a station plug.

WQXR Listener Response

According to the new promotion brochure about to be launched by WQXR, that station proves its coverage by dimes. It boasts 8,975,340 listeners in 2,719,800 radio homes, figures computed on the basis of the number of requests received for programs, which are sold at 10 cents a copy or \$1 for a year's subscription. The number of requests for programs per month is 4,000.

KANSAS CITY

Ending of the bone-dry era in Kansas is expected to bring some beer advertising to stations in this area, although the Capper-owned network will refuse such business. Wilfred G. Moore, co-author of the Jimmie Allen series, back to Chicago after conferring with his agent, Don D. Davis.

Arthur B. Church, pres. of KMBC, returns today from Hot Springs, Ark. George Halley, director of national sales, back from Chi. Carter Ringlep, regional sales director, back from Cincy and St. Louis. Fran Heyzer and Barbara Winthrop are on the west coast. Les Fox, sales director, in Detroit on business.

Walt Lochman, KXBY sports announcer, is back from McAllen, Tex.

Ward Keith is playing four of the seven parts in "Homespun David & Sons", sponsored by Davidson Furniture over KCKN on the Kansas side. Kay Dipson, Ruth Royal and Karl Willis also are in the cast.

Jack Grogan, WHB announcer, and Margaret Hillias are cast in "Bury the Dead", being presented April 12 at the Center Theater.

Frank Barhydt, WHB publicity director, is back from a St. Louis weekend. John Schilling, g.m., Dick Smith, announcer, and John Wahlstedt, tenor, back from an Ozarks fishing trip.



● ● ● Countess Olga Albani makes her last appearance on the Ford show tomorrow night with Rex Chandler's band....Richard Bonelli, operatic baritone, Alex Templeton, blind violinist, and the Landt Trio will have the job permanently starting with the 10th....Edgar Bergen and dummy Charlie McCarthy will take over the Rudy Vallee show April 29, while Rudy and the boys are crossing the high seas for the coronation airings....David Broekman and his orchestra auditioned in Hollywood for the Hit Parade job and contracts may be signed shortly....Bob Feller of the Cleveland Indians ball team will make his radio debut April 17 on the Joe Cook show....Everett Marshall opens Friday at Jack Dempsey's Vanderbilt in Florida prior to the Versailles debut....Broadway's much publicized show girl, Joan English, now at the Park Central, has been taking singing lessons on the q.t. and plans to audition shortly....Major Bowes' poems read by him on his Capitol Family hour during the past 12 years will be published under the title of "Verse I Like" by Garden City....CBSlinger David Ross is building a home in Jersey to get away from it all....England has been secretly testing television units which will sell for \$99.50. Until recently the range reached was 40 miles, but has now been extended to 400 miles.

● ● ● Tip to Phyllis Kenny, vocalist with Jerry Blaine's Streamlined Rhythm band....You're on your own tonight....A talent scout for 20th Century-Fox will tune in on your NBC-Red program at midnight, considering you for pictures....Radio Editor Ben Gross rushed to his home in Birmingham to his ailing mother....Dramatist Charles Martin is considering using separate studios for band and actors, thereby getting better sound....It has just been made public that Lester Lee wrote the "Laughton, Lorre and Karloff" number for the Ritz Brothers "One In A Million" flicker....WMCA's vice-president, Bill Weisman, will act as chairman on a Supreme Court debate slated for tonight....Zeke Manners has been signed to do two records monthly for Master. Deal is for a year.

● ● ● "It's The Law", adapted from Dick Hyman's hilarious anthology of obsolete and ridiculous laws now on statue books throughout the country, will be aired as a comedy show in which a trial will take place in the studios—(people being accused of disobeying these laws) and the audience acting as judges, writing in to say whether the law should be abolished....Zeppo Marx, handling the idea, has five sponsors doing handsprings!....Leon Belasco's ticket at the New Yorker will be extended for a week after the 7th....Wrestling matches will be added to boxing bouts there Tuesday night.

● ● ● Frank Dailey, orchestra leader, owns the Meadowbrook over in Jersey but can't play in his own place because of union difficulty and therefore must pay "name bands" big money!....Seems that he's a member of the Jersey local and employs 802 men which the localites won't tolerate....Joey Nash will get a shot on the Hammerstein Music Hall sometime this month....Al Donahue's opening date at the Rainbow Room (it appeared here two weeks ago that he's booked there) is June 2....Clem McCarthy will do Paul Gallico's current story in Cosmopolitan on the air....The score written by Lew Brown and Sammy Fain for the picture the former was to produce at RKO (Paul Yawitz's first story) and which was shelved, will be the one used for Milton Berle's picture, "New Faces"....Johnny Johnstone of Mutual has been out all week with an infected molar.

GUEST-ING

DAVID GUION, composer, on George Griffin's program, April 6 (NBC-Blue, 6:35 p.m.).

THOMAS L. THOMAS, winner of a Metropolitan Opera contract in the Met auditions, on Lanny Ross' Show Boat, tonight, (NBC-Red, 9 p.m.). Gertrude Lawrence and Dale Carnegie also on the program. Ford Frick, due to illness, postponed to April 8.

JEANNE CAGNEY, sister of James Cagney, in Hunter College students' broadcast over WBNX, Saturday, 11:30 a.m.

ANN SEYMOUR added to guests on Rudy Vallee show tonight, (NBC-Red, 8 p.m.).

BURGESS MEREDITH and PEGGY ASHCROFT in scenes from "High Tor," Saturday, (WOR, 10:15 a.m.).

SAM HEARN on All-Star Varieties, Saturday (WOR, 11:30 a.m.).

PAUL WHITEMAN ORCHESTRA, on RCA Magic Key Hour, Sunday, pickup from Cleveland (WJZ, 2 p.m.).

LOIS WILSON, on the Bide Dudley program, tomorrow, (WOR, 1:15 p.m.).

CONRAD NAGEL, on Hit Parade, Saturday (CBS, 10 p.m.).

RUDOLF FRIML, JR., on "Musical Portraits," tonight, (WNEW, 1:15 p.m.).

DORIS NOLAN, on Radie Harris WHN Movie Club, tomorrow, 8 p.m.

CORNELIA OTIS SKINNER, on Sealtest Saturday Night Party, April 3 (NBC-Red, 8 p.m.).

LILLIAN GISH, ARTHUR CARON of the Met, RED MCKENZIE and His Mound City Blues Blowers, and CARL KRESS, yodeler, on Shell Show, Saturday (NBC-Red, 9:30 p.m.).

RUDOLF FRIML, JR., on Bob Walsh's "Musical Portraits," today (WNEW, 1:15 p.m.).

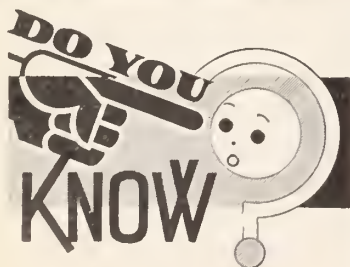
JOE PENNER, on Camel Caravan, April 6. (CBS, 9:30 p.m.).

AGENCIES

DAVID ROSEN and Associates have merged with Zinn & Meyer, Inc. New firm will be identified as Zinn & Meyer, Inc., and will maintain executive offices at 535 Fifth Ave. Richard A. Zinn remains as president. David Rosen has been elected a director and chairman of the board and Jerome S. Meyer will act as secretary. Present offices at 1819 Broadway will also be used.

GEORGE VANDEL, formerly of WMCA and WHN, has joined the staff of the BBD&O advertising agency.

GARDNER ADVERTISING CO. has moved to 9 Rockefeller Plaza in Radio Center.



More than 47,000 amateur radio station licenses hold licenses from the FCC.

WITH THE ★ WOMEN ★

By ADELE ALLERHAND

ROSA PONSELLE negated a handsome radio offer in favor of domesticity with her husband in Baltimore.... Helen Jepson, her two-year-old baby girl and the white rabbit La Jepson carries at concerts, all posed for NBC stills 'other day.... Loretta Clemens' illness was the reason for a permanent sub being called in.... Boswelliana.... Connie will defy Greeley and come East.... Vet will fly South from Canada with the new baby.... They'll converge at the Lloyd-Boswell farm to visit with Martha in June.... Edward MacHarg, the Casa Loma orch road manager, has said "I do" to Leone Sedall, Miss Chicago of 1933.... Aurelia Colomo, recently of the Rainbow Room, being flicker-tested with the connivance of Rockwell-O'Keefe.... Lannie Ross' step-daughter is a personable demoiselle of 16.... Celia Branz of Continental Varieties (her husband's Joseph Stopak, NBC concert master) has reason to think the Chief Executive's her only competition.... The News failed to mention her only once, during the election....

▼ ▼
Yvette Rugel, warbler, to guestar on Sid Gary's Howard Clothes broadcasts all week.... She's just completed sixteenth tour of Europe.... Arnold Reuben says the most common femme air solecisms are ideal for ideal, idylt for idiot and muncce for months.... A new program will feature Martin White, Sun-Se Swim Suit designer in a series of interviews with radio stars who are bathing suit possibilities.... NBC will call in the "Pied Piper" if the influx of singing mice isn't halted.... Their search for the gifted rodents proved too successful, with 14 in the Chicago office alone.... And now we have Jessica Dragonette buying six negligees at one time at Hattie Carnegie's.... all because of the Fashion Academy award....

▼ ▼
Marjorie Hillis of "Live Alone and Like It" fame to be interviewed by Ida Bailey Allen today.... Claudine Macdonald, NBC program supervisor, to hold terpsichorean pow-wow with Alexandra Danilova, prima ballerina of the Ballet Russe, in a special broadcast on April 9.... Whose were those embattled voices raised in the studio during "Streamliners" airing 'other day?.... Marjorie Kennedy, formerly of the Mutual program department, has been transferred to the Mutual press department and will be associated with Lester Gottlieb....

RADIO PERSONALITIES

No. 20 in the Series of Who's Who in the Industry

JOHAN SHEPARD 3RD, president of The Yankee and the Colonial networks and founder of Boston's oldest station, WNAC, dominates the New England radio field and is one of the pioneers and "Big Men" of radio throughout the country. Born in Boston, March 19, 1886, is a member of a family long prominent as merchants in Boston and Providence. Shortly after the close of the Civil War in 1865, John Shepard Sr. founded the Shepard Stores, in which young John was to learn business—from floor manager to vice-president. True to Yankee traditions, the motto of the Shepard family was that to be able to command one must be able to obey.

In the infancy of radio, young Shepard, as many other tired business men, turned to the toy, radio, for relaxation—but unlike many others, John Shepard 3rd turned his hobby into one of the greatest business enterprises in New England. On July 31, 1922, WNAC located in the Shepard Stores in Boston—John's hobby—went on the air and has been on ever since.

From the beginning John Shepard 3rd has shown foresight in taking advantage at an early stage of various improvements in broadcasting technique. He has led the field in many important developments. Many a man younger than he would retire on his laurels, but not John Shepard. He is made of a different stuff. Keener than ever before, he keeps as regular office hours as the humblest of his employees. He realizes the importance of little things and this characteristic is reflected throughout the entire Yankee network. He knows his business from A to Z.



He rode a hobby to fame

ORCHESTRAS - MUSIC

REX CHANDLER and Ork will offer a novel arrangement of "The Parade of the Wooden Soldiers" and a Western medley of "Pony Boy," "Cheyenne," "Ragtime Cowboy Joe" and other time-honored favorites in modern dress on the "Universal Rhythm" program over the NBC-Blue tomorrow.

WQXR will feature Russian music through the month of April with selections from Glinka, its earliest exponent, to some by Szostakowicz, its most recent one, spotted at intervals on its 5-5:30 and 7-8 p.m. programs.

Billy Allen, who vocalizes with the Louis Katzman Band Thursdays at 3:30, has made some Warner shorts; and is contracted to one of the large networks since last year.

An original spiritual, words and music penned by George Dixon, will be heard on the Mason and Dixon program over WMCA, April 6 at 10:45 a.m. Endorsed by H. T. Burleigh, negro composer and arranger of spirituals, "Steal Away and Pray" was written exclusively for Bob Mason, vocalizing member of the team.

Paul Whiteman's Orchestra, soon to be aired over the MBS really comprises three orchestras, not one. The Whiteman musical aggregation is so ensembled and integrated that it is a dance ork, a concert ork, and a swing unit, with the Three T's, consisting of Charles Teagarden, Jack

Teagarden and Frank Trumbauer, heading the "Swing Wing."

A Silver Jubilee Concert by the San Francisco Symphony Orchestra, a gift of the city's Art Commission to the people of San Francisco, will be aired in part over a coast-to-coast NBC-Blue network, Sunday, April 4, between 3:00 and 4:00 p.m. Soloists will be Charlotte Boerner, soprano and Douglas Beattie, bass-baritone. Pierre Monteux, internationally famous French batonist, will direct the orchestra, which celebrates the 25th year of its existence.

Ralph Kirbery, the NBC Dream Singer, has just contracted to make ten disks for Irving Mills new recording company. He will be accompanied by Lou Raderman's Ork.

Anice Ives, originator of the Everywoman's Club of the Air and conductor of that program, is responsible for special arrangements played by the Ivettes, string trio heard on her shows.

NBC brings Frank Black's String Symphony back to the air in recitals of familiar and seldom-heard classics from the musical literature for strings alone. Airings will take place on Wednesdays, beginning April 7, 9:00-10:00 p.m. over the NBC-Blue. Orchestra consists of 40 men.

Lennie Hayton and Ork succeed Leon Belasco at the New Yorker on April 8.

★ F. C. C. ★ ACTIVITIES

APPLICATIONS RECEIVED

Hampden-Hampshire Corp., Holyoke, Mass. CP for new stations. 1240 kc., 1 Kw., unlimited.

Juan Piza, Puerto Rico. Reinstatement of CP for new relay station. 1622, 2058, 2150, 2790 kc., 50 watts.

Columbia Broadcasting System, N. Y. CP for new television station. 42000, 56000, 60000, 86000 kc., 7500 watts.

WCAU, Philadelphia. CP for new relay station. 31100, 34600, 37600, 40600 kc., ½ watt.

WAVE, Louisville. CP for new high frequency station. 31100, 34600, 37600, 40600 kc., 50 watts.

WAVE, Louisville. CP for new high frequency station. 31100, 34600, 37600, 40600 kc., 2 watts.

WFIL, Philadelphia. Auth. to transfer control of Corp. to Lit Brothers, 4100 shares common stock.

WFIL, Philadelphia. Auth. to transfer control of corp. to Strawbridge and Clothier, 2526 shares common stock.

APPLICATION RETURNED

Staunton Leader Publishing Co., Inc., Staunton, Va. CP for new station. 620 kc., 500 watts, daytime.

HEARINGS SCHEDULED

April 9: Twin City Broadcasting Corp., Longview, Wash. CP for new station. 780 kc., 250 watts, daytime.

Edgar L. Bill, Peoria, Ill. CP for new station. 1040 kc., 250 watts, daytime.

Asheville Daily News, Asheville, N. C. CP for new station. 1370 kc., 100 watts, unlimited.

April 29: Robert Raymond McCulla, Oak Park, Ill. CP for new station. 1500 kc., 100 watts, daytime.

May 7: W. E. Whitmore, Hobbs, N. M. CP for new station. 1500 kc., 100 watts, daytime.

WEAN, Providence. CP to increase power. 780 kc., 1 Kw., 5 Kw. LS., unlimited.

Warner & Tamble Radio Service, Memphis. CP for new special station. 2558 kc., 25 watts, unlimited.

Dr. Wm. S. Jacobs Broadcasting Co., Houston. CP for new station. 1220 kc., 1 Kw., unlimited.

Hamlin Making a Short Movie

Stuart Hamlin, whose hillbilly singers and players have been on from two to four Los Angeles stations continuously for the past seven years, has started making a movie with an all radio cast. Some months ago, Stuart dug up "The Martins and the Coys" from the oldtime tunes, has had from 100 to 150 requests a week for it. Now, he's dramatizing it for a two reeler which he will send out place of personal appearances.

ONE MINUTE INTERVIEW

EMERY DEUTSCH

"I wrote "Play, Fiddle, Play" four years ago because I play the fiddle and I love strings. Nevertheless when I decided to organize a dance band for the first time in my career I determined not to have violins, in order not to detract from the brass effects. My band, consisting of ten men and myself, has two trombones and a mellophone, which are used in a sustained manner, making mine a low timbre band."

NEW BUSINESS

Signed by Stations

WBAX, Wilkes-Barre

Macfadden Publications, two quarter hours weekly; Penna. Wholesale Drug Co., daily spots and three five-minutes per week; Standard Tru Age Beer, spots, 52 weeks; Schainucks, Inc. (clothing), five-minute daily news; P. J. Ritter Co. "Romance of Ketchup", 5 minutes daily, 26 weeks; Boston Store, 3 spots daily, 52 weeks; Spa Restaurant, 30-minute weekly kiddie show, 13 weeks; Lava Soap, 8 spots weekly, 13 weeks; Home Utilities Co., Amateur Announcers Contest, half-hour Sundays, 26 weeks, plus daily spot; Scheuer Baking Co., 3 spots daily, 26 weeks, and daily disk "Freshest Thing in Town", 26 weeks.

WBAL, Baltimore

Gunther Brewing Co., Inc., 15-minute sport periods by Don Riley, daily; C. M. Athey Paint Co., Baltimore & Ohio Glee Club, 15-minute program weekly, also fed to WMAL, Washington.

WOR, Newark

United Drug, beginning April 27, five 15-minute disk spots for one week, 8:45-9 a.m., through Street & Finney Inc.; Drums (cleaning process), three 5-minute spot shows a week for 13 weeks beginning April 5, Monday, Wednesday and Friday, 8:20-8:25 a.m., "Merry Melodies" disks, through C. C. Winningham.

WNEW, New York

Slater's, Inc. (furniture), three-a-week series for 52 weeks, Monday, Wednesday and Friday, 9:15-9:30 a.m., featuring Jack Feeney, tenor, and Freddie Rich, pianist; The "Walkathon", Brooklyn Ice Palace, series of spot announcements, 6 days a week, indefinitely, on "Milkman's Matinee". A. B. Schillin is the agency in both cases.

KFVD, Los Angeles

Hiltons (clothing), hour and a half nightly, featuring hillbilly show headed by Howard Gray.

KMPC, Los Angeles

Dr. Cowen (dentist), 12 time signals daily, one year, through Allied Advertising Agencies.

KEHE, Los Angeles

Dr. Jayne's Vermifuge, Thursday morning 15-minute commentator program with Tom Wallace, through Carter Thompson, New York, with eastern Hearst chain offices. Same account over the Orange network's seven stations.

Four Radio Comics Meet

Four of radio's highest powered comics met each other for the first time after Monday night's Lux show in Los Angeles when Jack Benny and Mary Livingstone went back stage to meet Georgie Burns and Gracie Allen, guest stars in "Dulcy." Cecil B. DeMille did the m.c.-ing, introducing them all round.



JIMMY FIDLER

Procter & Gamble Co. (Drene) NBC-Red network, Tuesdays, 10:30-10:45 p.m.

H. W. Kaster & Sons Advertising Co., Chicago

WIDE INTEREST HOLLYWOOD GOSSIP IN GOOD SENDOFF UNDER NEW SPONSOR

Program continues along the same lines as when under the sponsorship of Ludens; gossip about Hollywood and its people. Fidler claims he has been around the movie lots for 20 years, which is a long-time for anyone in the movie business. P. & G. at the start of the program warns listeners that sponsor has no control over Fidler's comments. Last season some of the movie people filed protest with Luden's and the FCC over some of Fidler's stuff, but nothing came of it.

Program caught (March 30) was sure-fire mass entertainment. Fidler's microphone voice is good and there is no straining to hear his words. Choice bits on program included an open letter to Martha Raye which chided her for being "small time" and breaking an engagement with a feature writer from Collier's magazine. Fidler also tipped off the radio audience that all movie fan magazine stories are censored by the stars before pre-views the pace is fast. If a movie is terrible, he says so. Fidler might add when these pictures will be released.

Present style does not offer any clue as to when to expect to see picture mentioned, or maybe it has been released already. Safe bet that P. & G. will start a contest on this program, which will garner the Drene labels by the millions.

MINNEAPOLIS

Cedric Adams, Minneapolis Star columnist and radio commentator, taking Ed Abbott, WCCO announcer, and going on tour of stick theaters with burlesque news broadcasts. Covering entire state.

Joe Ferris, Tribune newshawk, on WTCN with 11 p.m. news program, The Ferris Wheel. Ferris uses late news reports, and also gossip anent local big names.

Hal Parkes, formerly of WBBM and CBS in Chicago, has joined the Minneapolis Star radio department in charge of all news programs and doing announcing. Star has tieup with WCCO.

Winthrop Orr, WCCO production man, has left to become Chicago production chief for NBC.

JACK NORWORTH

Sustaining NBC-Blue Network, Tuesdays, 8-8:30 p.m.

CHEERFUL BATCH OF FOOLERY AND MUSIC WITH NORWORTH EXCELLING AS M. C.

The veteran trouper Jack Norworth brings a likable personality and a smooth style of emceeing in this new program revolving around birthdays. The natal day subject is not taken with entire seriousness, but rather is gagged up, with a variety of stooges helping him to promote the foolery about folks whose birthday falls on the day of the broadcast. A file of dates is supposed to be handy, and from it are pulled the names, which may as likely be somebody's barber as a famous personage. Then comes a bit of byplay to fit the occasion.

Among discoveries on the initial (March 30) broadcast was the fact that "Shine On, Harvest Moon," was copyrighted by Norworth on March 30, 1907. Norworth sang this number, as well as some others, and there was additional music, foolery and bits of philosophy, all amiably engineered by Norworth.

"DIXIE DEMONS"

With Kay St. Germaine Refrigeration & Air Conditioning Institute

WCAE-Mutual, Tuesday, 7:45-8 p.m.

SNAPPY LITTLE PROGRAM OF INSTRUMENTAL AND VOCAL SELECTIONS.

Though the personnel of this program is limited, the entertainment provided is bright and lively. The Dixie Demons, an instrumental group, knock out some very tuneful selections, while Kay St. Germaine vocalizes pleasingly. The numbers offered in the initial program were of a past vintage, including "After You've Gone," "There Goes My Attraction," "Toot, Toot, Tootsie, Good-bye," and others. but they were delivered with a freshness that made them acceptable.

ST. LOUIS

Ray Schmidt, KWK roving sports announcer, has left Florida for San Antonio. Jim Burke, KWK's chief engineer, is with him.

Basis Street Blues troupe from New Orleans, composed of Linda Raye, Jack Bordeaux and Bill Wassum, have left KWK after two years.

Frank Eschen, KSD's special events and sports announcer, opens a new daily program April 5, sponsored by Axton-Fisher Tobacco. Jim Bannon will do the commercials.

Delmar Fowler, former chief engineer of KWK, died recently.

"Junior Parade", started four weeks ago by C. G. Renier, program director, has gone over big on KMOX, getting some 1,500 letters weekly.

COMMENTS

On Current Programs

At Random

...Al Jolson's last program (CBS, Tues., 8:30 p.m.) perked up another peg and looks headed to come into its own. Jolson was in grand form, vocally and in a dramatic bit. Parkyakarkus scored in some of his best comedy to date on this show.

...Ben Bernie, with the assistance of George Olsen's orchestra and Frank Parker, sent up another swell show from Florida (NBC-Blue, Tues., 9 p.m.)

...Jack Oakie's program (CBS, Tues., 9:30 p.m.) was as undistinguished as it has been for weeks, except for the guest star, Pat O'Brien. Seems incredible that an important program could be permitted to run along in a rut week after week without anything being done about it.

...Kay Parsons, who has been singing oldtime songs over WNEW these past several nights, has a voice and personality and ample potentialities.

...Charles Butterworth's comedy again was the highlight of the Fred Astaire show (NBC-Red, Tues., 9:30 p.m.).

...Wayne King's music (NBC-Red, Tues., 8:30 p.m.) continues to be the most rhythmically soothing melody on the air.

... "Husbands and Wives" (NBC-Blue, Tues., 9:30 p.m.) had another good batch of homely fun.

... Michael Mell's Orchestra playing at the Top Hat in Union Hill, N. J., and remoting via WNEW, is a peppy and tuneful aggregation.

... Roy Shields Revue, out of NBC's Chicago studios (Tues., 10 p.m. EST) is always a very relax-able half hour, with the singing of Vivian Della Chiesa among its most enjoyable bits.

... A belated tribute—Jack Arthur's singing of the "Figaro" number on last Sunday's "Echoes of New York Town" (NBC-Blue, 6 p.m.) was a standout.

SEATTLE

James Hatfield has been named chief engineer of KIRO.

Henry Norton, formerly at KTAR, Phoenix, Ariz., is now with the continuity staff at KIRO.

KMO, Tacoma, of which Carl E. Haymond, formerly of Seattle's KFOA, is president, had gala ceremonies in connection with dedicating its new \$40,000 transmitter and power increase to 1,000 watts.

Margaret Gray, former KOL and KOMO staff pianist, now has her own piano studio in Everett.

WNRC ANNUAL AWARDS 4 TO CBS, 2 TO NBC

(Continued from Page 1)

eral brief speeches were heard, part of the proceedings broadcasted over NBC, CBS and MBS. Mrs. Corwith handled the gavel and kindred duties, while Chairman Mme. Yolanda Meron-Irion assisted.

HONORABLE MENTION

Awards elected through nationwide poll of the members of the WNRC, supplemented by the judgment of outside experts, also resulted in the usual honorable mention of various other programs. Those receiving this mention included:

General Motors Symphony hour, Sunday night on NBC, winner of the 1935 award in the Serious Music classification; Wallenstein's Symphonietta, presented by Mutual Broadcasting System; Kraft Music Hall, on NBC; George V. Denny's "Town Meeting of the Air," given the 1936 award as the best educational feature, and presented by NBC; Metropolitan Opera broadcasts, sponsored by Radio Corp. of America, on NBC; Lowell Thomas, news commentator on NBC, sponsored by Sun Oil Co.; H. V. Kaltenborn, news commentator, presented by CBS; Kathryn Cravens, news commentator, presented by Pontiac Motor Co.; "Wilderness Road," last year's winner in Children's Program Classification, presented by CBS, and "The Singing Lady," sponsored by Kellogg Co., over NBC.

Heinz to Run Contest With Payoff in Products

(Continued from Page 1)

purchase of a Heinz product is required, but the name and address of your grocer is a must.

Contest will run for seven weeks, closing May 29. For the first 100 recipes declared to be the best, 100 \$25 packages of Heinz products will be awarded; next 200 receive \$5 worth of products; next 1,100 prizes will be recipe books. Rules of the contest are being distributed to the public through grocers in addition to radio program. Maxon, Inc. has the account.

KHJ's Programs for Mutual

First production programs to be originated for Mutual's nationwide net by KHJ, Los Angeles, will start Saturday. First opus will be "Curfew Shall Not Ring Tonight", to be followed by "Ten Nights in a Bar Room", "Bertha the Beautiful Cloak Model", "East Lynne", "Millionaire's Revenge" and "The Villain Still Pursued Her".

☆ W.N.R.C. SIDELIGHTS ☆

GENERAL tone of the WNRC attitude was even more conciliatory than last year, and more evident was the all 'round spirit of cooperation rather than merely fault-finding or resentment.

Good music seemed to come in for the major consideration, and more or less dominated much of the talks and discussion. Outstanding personality and speaker, by far, was Dr. Walter Damrosch, every inch the lovable dean. Of him, Mme. Irion said, in part: "He has done more for good music over the air than any one man in this country." Dr. Damrosch, later responded, "... good music, should be like the half-covering, half-revealing beautiful woman's gown ..." when the discussion touched on musical balance via the ether. In regard to commercial broadcasting, he defended this to the point that broadcasting cost the networks and advertisers millions of dollars to bring music, etc., to the people and that while New York had the best papers in the world for instance, a story starting on page one, would be continued to an inside page and as the reader turned, he saw the advertisements. This simile he likened to the commercial aspect of radio. Dr. Damrosch otherwise placed the credit for his huge audience of 7,000,000 youngsters in the laps of NBC and RCA officials and engineers who had made it possible.

Mme. Irion emphasized the fact that the WNRC did not wish to be regarded as either a "reform" group or "highbrow," but rather hoped the intelligence of the women listeners would not be underestimated.

President Paley of CBS believed that music would continue to be the main element in radio programs and that there would be an increasing amount of serious music on the air. He stressed the point that music must have variety and that this would result in bringing to the audiences heretofore neglected works. President McCosker of WOR and also speaking for Mutual paid his

usual compliment to the ladies, appreciated the fact that the number of intelligent people troubling to improve radio was increasing, since these listeners would hasten with their approval when higher standards are reached.

George V. Denny Jr. of the NBC "Town Hall of the Air" conducted a debate which leaned more toward being a symposium that gave the question of studio audiences more than an even break. Originally the question was, "Are Studio Audiences Desired" Rudy Vallee, scheduled as one for the affirmative side, managed to take a middle course and later said it depended upon the program in question, which was further backed up by Paley. Some artists needed an audience and others didn't, while some shows needed one and others could get along better without them, said Vallee. Eventually, they would probably be abolished, but right now the "Broadway ham" was the type who really needed one. Reinald Werrenrath stated that the studio audience took the scare out of the mike bogey for him and that, like many other artists, he worked better in this way and that the studio control engineer took care of any defect in volume or quality should the studio audience rather than the mike seem to be getting the benefit. "Psychologically," said Werrenrath, "I double cross myself and the effect has always been okay." The baritone did not find radio hurting his box-office draw.

It was later conceded that the question could not be answered by a "yes," or "no," also that if a screen star, for instance, gave a good radio performance, it did not hurt him at the movie box-offices. Lucrezia Bori found radio no concert hall box office detriment to her tours.

Mrs. Corwith read a letter from a woman far from any city, who found that a studio audience gave her the color of the broadcast and made her feel a part of it. This did much to swing many women to the counting of hands which gave studio audiences a decided break.

☆☆☆ "Quotes" ☆☆☆

LANNY ROSS: "A few years ago, I auditioned a 'Log Cabin' program in Cleveland. I've never forgotten how many of the girls who sang were more interested in operatic work than in popular tunes—yet they auditioned for a popular radio program. The girl who won the audition, paradoxically, was not trained, but made the best microphone impression. The reason: she sang a simple romantic ballad into which she put feeling that was completely convincing. She was

singing 'her self'—which is a good tip to amateurs with radio ambitions."

VINCENT TRAVERS: "When broadcasting was in its infancy, one set in the home was all that was necessary to insure a peaceful and quiet evening for the stay-at-home family. But in these hectic days, with so many excellent programs conflicting as to their broadcast schedules, a family with diversified tastes in radio entertainment finds

MPPA's \$38,000 MARCH; WBS LIBRARY RENEWED

(Continued from Page 1)

music fees collected for the publishers.

More than half of the total however, was contributed by World Broadcasting System, which paid a flat amount of \$20,000 for one-year renewal on its sustaining library. Licenses with other transcription concerns do not run out until June. Resumption of the Chevrolet campaign also helped.

New Program Is Set For Chase and Sanborn

(Continued from Page 1)

Edgar Bergen, radio's only ventriloquist will be heard weekly with different guest stars putting in appearances on each show. Program will continue to be heard Sundays, 8-9 p.m. over NBC-Red network. Present indications are that Nelson Eddy, last heard on the Vicks program and now off the air, will take over the show as emcee next fall. "Do You Want To Be an Actor?" the present program now being aired for coffee maker fades from the air after the May 2 broadcast. J. Walter Thompson has the account.

it necessary to have two sets in the home. And if the family in question is a large-sized one, a mere two sets still leaves the problem unsettled."

GLADYS SWARTHOUT: "In the last analysis, what is a good song? It's nothing more—nor less—than a good poem to which the composer has added good music. And the good singer, is the singer who diligently searches and finds the meaning of the poem and music and then offers it to her listeners adorned with all the art at her command."

MILTON BERLE: "Never in the history of radio has the audience played a more important part in programs than this year. Radio is our most personal means of communication with the sole exception of the telephone. This personal touch is emphasized and enhanced when studio audiences are brought directly into the broadcast. My sponsor was one of the first to realize this. Now many others have followed in his footsteps."

INA RAY HUTTON: "Radio performers should mix more with the masses instead of going in for social life in tight cliques composed of other people from the air castles. They should get away from the actor, producer and sponsor and keep in tune with the butcher, baker and the candlestick maker. Otherwise their standards of entertainment will become Radio Row standards because there is no basis of comparison with the tastes of average fans."



JOHN BROWN UNIVERSITY, through Lisle Sheldon, agency, has placed a series of 13 Friday evening 15-minute educational talks on KHJ and ten Don Lee net stations, starting this week.

Raymond R. Morgan, head of the Morgan agency, is on a three-week business trip to New York. W. Glen Ebersole of the same firm, is back from a selling trip through the mid-west.

National Biscuit Twin Stars show's Sunday broadcast from the new KFVB studio theater was so successful and everybody was so pleased with the facilities that show will be broadcast indefinitely from this spot, with the report that perhaps other CBS net shows will use same facilities pending completion of their own new plant.

George Tyson, manager of KMPC, spent the weekend with his family in San Diego.

Haven MacQuarrie ("Do You Want to be an Actor?") taking a short vacation in San Francisco. Back tomorrow.

John A. Driscoll, of Driscoll agency, will m. c. his client's two-hour Sunday afternoon program, conducting a prize guessing contest as a part of an all-request record period. Pacific States Loan Co. sponsoring, on KRKD.

Oscar and Elmer, (Ed Platt and Lou Felton), veteran entertainers on KFVB, have signed a five-year picture contract with Republic.

Bob Swan's poetry, song, organ program, Weaver of Dreams, returns to the air next week as a 15-minute nightly sustaining program for KFAC. It's been off for five months. Not sponsored, to start.

KEHE has added Robert C. Harnack, of WCAE, Pittsburgh, to its staff, as office assistant.

University of Southern California has installed a Universal Microphone Co. recording outfit for use of classes in applied psychology. Cornell University's school of electrical engineering put in a similar machine for experimental laboratory and classroom use.

Lewis Allen Weiss, general manager for Don Lee chain, will tell Women's Advertising Club about Radio Showmanship at April 8 meeting.

Ben Sweetland, who does National Life & Accident's "Your Friendly Counsellor" on KHJ, will record his Friday's program and fly to Nashville, Tennessee to address his sponsors' national reps at the same hour his canned talk will be on the air here. Disk gags the stunt, going on without announcing that it is a transcription until the end, when he tells audience the lowdown.

Paramount on Parade, for Sunday April 4, will do scenes from "Make Way for Tomorrow," with Leo McCarey, director, and members of the cast.

★ Coast-to-Coast ★

L. A. BENSON, president of WIL, St. Louis, together with C. W. Benson, vice-president and general manager, and E. P. Shutz, commercial manager, were among the rooters at all the recent playoff games of the St. Louis Flyers hockey team.

Lee Chadwick of the staff of WTAR Norfolk, will handle script and production of the special Booker T. Washington commemorative program scheduled from Hampton Institute on Saturday night in the school's regular NBC-Red network spot pumped by WTAR. J. L. Grether, also of WTAR, will handle technical end. Ketcham announces the Hampton broadcasts weekly.

"Lights On," KDKA (Pittsburgh) program, switched from Thursday to Wednesday 7:45 p.m. starting this week. Carl Eddy's orchestra pick-up, from the Show Boat, also comes Wednesdays, 7:30 p.m., while Sammy Fuller's Starlets will be on at 11 a.m. Saturdays.

Tom Hanes, managing editor of the Norfolk Ledger-Dispatch and commentator in the BC Sports Review over WTAR, and Charlie Reilly, Ledger-Dispatch sports editor who also subs at the mike on occasion, try to make sport converts of all their listeners.

Bill Durney, interview arranger, and Neil Norman, sportscaster, at WIL, St. Louis, put on some interesting programs under the title of "Today's Winners." Allister Wylie and his Winners Orchestra and a variety of entertainment also take part in the shows.

WTNJ, Trenton, on Saturday at 4:30 p.m. will air a debate between Princeton University and the Emory & Henry College debating teams on the question of minimum wages and maximum hours.

Ruth Brink and Alba Ritter are recent additions to the vocal staff of WIL, St. Louis. Miss Ritter, from the stage, is appearing with Jerre Cammack, staff organist. Miss Brink is in

"H'wood Whispers" Nationwide

George Fisher's "Hollywood Whispers" will go nationwide over Mutual chain, starting 6:15 p.m. PST, April 17, originating in Don Lee's KHJ studios. Because of conflict in time, program will go every other week only until after April 24 and end of Chicago Symphony concerts. Whispers will be sustaining at first. Started four years ago on KFVB, been on KHJ for past three months.

On Hollywood Hotel Program

Miriam Hopkins and Louis Hayward will do scenes from "A Woman Is Born" on Hollywood Hotel.

"Console Capers," sponsored by Downtown Norge Appliance Co.

John Carl Morgan returns to the early morning shift at the WTAR (Norfolk) microphone, allowing Jeff Baker to sleep late these mornings and appeal to station's night audience.

Garry Morfit, former WBAL artist and writer, has returned to Baltimore from New York where he spent several weeks in radio and has re-joined WBAL's staff. He is taking part in commercials, serving as a member of the WBAL Dramatic Players.

Bergen county Police Chief Peter Siccardi will be the first guest on the new series "The Police Call," which WNEW inaugurates today, 8:30-8:45 p.m.

George K. Arthur, brought as his guest star on WQXR, last night, 6:45-7, Lois Wilson, star of the new comedy, "Farewell Summer", playing at the Fulton Theater, in addition to his weekly first nighter's impression of Broadway Fare.

Glenn Penrose, for some time a member of the WBAL staff, Baltimore, has left that station.



LUM and **ABNER'S** prize contest to find a name for their railroad luncheon car will continue through April 25. The pair incidentally are so enthused over California that they have moved their households to the west coast.

Thor Erickson, the "Yonny Yonson" in Kaltenmeyer's Kindergarten, has written a song, "It's Time to Love Again."

The Rivalaires, four piece musical unit, now spotted with Whistler and His Dog show over WMAQ each Tuesday at 9:45 p.m. CST.

It took two page boys, an engineer and several interested spectators to free Bill Amsdell, 250-lb. WBBM actor, when he got himself jammed up in a studio phone booth the other day.

Paul Dowty and Henry Whitaker arise now at 4 a.m. to get to the stockyards at 6 a.m. for Art Kahn's warehouse program.

Phone operators at CBS are getting jittery from radio listeners wanting to know if Edwin C. Hill, Truman Bradley and Gabriel Heatter are one and the same!

JOHN EBERSON

STUDIO ARCHITECT



ACOUSTIC CONSULTANT

**1560 BROADWAY
NEW YORK CITY**



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 38

NEW YORK, FRIDAY, APRIL 2, 1937

FIVE CENTS

CBS Television Site Set

Looking On ... AND LISTENING IN

FILM STARS A checkup of the entertainment scores made by film stars on the air doesn't back up the wail of movie theater men that the appearance of screen personalities on the radio is taking business from the box-office.

With but very few exceptions, film names have been duds as air entertainers.

Clark Gable, Mae West and Shirley Temple may be ace money getters for the movies, but they are the type of stars who must be seen to be appreciated. There are any number of radio actors who register better on the air.

Conversely, Jack Benny is not essentially a screen draw, and his pictures would not gross half as much for theaters if it weren't for his air following.

Burns and Allen likewise are aided more than harmed in the film field by their radio work.

Radio made big drawing cards for the films out of these and other stars, and now some short-sighted movie men want to kill that draw by taking the stars away from radio entirely!

As for the strictly screen-made attractions, such as Greta Garbo, Robert Taylor, Fred MacMurray, Myrna Loy, Carole Lombard, et al, their value as air entertainers is little or nothing.

They might keep some movie customers at home for a broadcast or two, but not continuously.

The only ones who really believe radio competes with movies are the lazy showmen.

PROFITS Packard Motor Car Co. reports net profits of \$7,053,220 for the past year, against \$3,315,622 for the year before; American Rolling Mill Co. netted \$6,441,676, its highest profit since 1928.

Both are substantial users of radio time.

Marconi's Son to RCA

Miami Beach, Fla.—Senator Guglielmo Marconi's son will shortly embark from abroad for America and will become associated with RCA in New York, according to David Sarnoff, RCA president, who is resting here with Mrs. Sarnoff.

The Sarnoff and Marconi families have been close friends over a long period.

STATE-OWNED STATION IS PROPOSED IN JERSEY

Trenton, N. J.—A proposal for a state-owned and operated radio station, to be devoted in part to educational programs, has been approved by the New Jersey State Advisory Committee on Public Relations. The plan is to include station in the State Bureau of Information recommended by Governor Hoffman in a bill now before the Legislature. It is reported the project has the support of a

(Continued on Page 8)

Standard Brands Sets Details of Negro Show

Standard Brands Inc. (Fleischmann Yeast) through J. Walter Thompson Co. yesterday announced the full talent line-up of its all-negro show which will make its debut over 30 NBC-Blue network stations, April 9 at 9-9:30 p.m. Eddie Green and Gee Gee James, a comedy team, with Louis Armstrong and his orchestra will be the regular talent. Program will also feature negro guest stars. Octavus Roy Cohen, well known writer of negro fiction, will do the script.

4 Officials Elected By Conquest Alliance

Conquest Alliance Co., Inc. has elected Albert M. Martinez and Frank F. Morr as vice-presidents, Leslie Herstius as secretary, and Fred R. Jones as a director. C. H. Venner is president.

Three More Radio Stations Are Added by NBC Networks

C. P. MacGregor Agency Enlarging Activities

West Coast Bureau of THE RADIO DAILY
Los Angeles—Enlargement of activities and additions to the organization's personnel are announced by C. P. MacGregor, who has just completed a reorganization which changes the firm of MacGregor & Sollie to C. P. MacGregor Co.

Under the new setup, Amos Baron becomes sales manager in place of

(Continued on Page 3)

Transmitter to be Located Atop Chrysler Building Will be Most Powerful Station of Its Kind

11 for Martha Deane

Martha Deane, WOR commentator, is breaking some kind of a record with 11 broadcasts a week. She has added Tuesdays and Thursdays at 11:30-11:45 a.m. for General Foods to her California Packing and participating programs.

'TINY' RUFFNER HEADS R&R COAST RADIO DEP'T

West Coast Bureau of THE RADIO DAILY
Hollywood—Edmund (Tiny) Ruffner, simultaneous with his arrival here, has been appointed head of Ruthrauff & Ryan's radio department it was announced yesterday. Understood that Myron Kirk present head of radio will be shifted to other du-

(Continued on Page 8)

Morton Downey Signed For Foreign Disk Series

Morton Downey, who sails for London with his wife on April 14, has signed for a series of 26 disks to be waxed for the Radio Luxembourg. Downey will receive \$1,000 per trans-

(Continued on Page 3)

Upon receiving FCC permission to construct a combined television and sound transmitter, CBS will take over space on the 74th floor of the Chrysler Building here and start work on the most powerful station of its kind in the world. Peak power of 30 kilowatts (30,000 watts) will be equalled only by the finished apparatus now being constructed in Paris on the Eiffel Tower and will be sufficient to televise strong enough reception to receivers 40 miles away, or a total of some 4,800 square miles.

Acquisition of the Chrysler location gives CBS the only possible available tower high enough to surmount a reasonable horizon and comparable to NBC's station W2XBS located in the tower of the Empire State Building. This operates with power of 12,000 watts and has reported favorable reception to a point in Connecticut over 40 miles distant.

CBS engineers figure on an operation

(Continued on Page 3)

\$500,000 STUDIOS FOR CBS IN 'FRISCO

West Coast Bureau of THE RADIO DAILY
Los Angeles—CBS yesterday signed a contract for a new \$500,000 transmitter and studios in San Francisco, Donald W. Thornburgh announced. KFSO will share offices with the chain in a two-story structure on top of the ballroom in the Palace Hotel. Transmitter is to be a duplicate of the one in Boston.

NAB Board Meeting

Washington Bur., RADIO DAILY

Washington—National Association of Broadcasters will hold the spring meeting of its board of directors at the headquarters of the organization in the Washington Hotel here on Wednesday.

Purpose of the meeting is to appraise current problems surrounding the radio broadcasting industry.

(Continued on Page 3)



Vol. 1, No. 38 Fri., Apr. 2, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor; John B. English, Advertising Manager. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338, 7-6339. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk and Verne Bailey, 6425 Hollywood Blvd., Phone Granite 6607. Copyright, 1937, by Radio Daily Corp. All rights reserved.

FINANCIAL

(Thursday, Apr. 1)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	171 3/4	170 1/2	170 1/2	- 1 1/8
Crosley Radio				
Gen. Electric	57 3/4	57 1/8	57 1/4	- 1
North American	27	26	26	- 3/4
RCA Common	11 1/4	10 7/8	10 7/8	- 1/4
RCA First Pfd.				
RCA \$5 Pfd. B.		(90 Bid)		
Stewart Warner	19 1/4	18 3/4	18 7/8	- 1/4
Zenith Radio	34 1/2	34 1/4	34 1/4	- 1/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.	16 3/4	16 7/8	16 7/8	
Majestic	4 3/8	4 1/8	4 3/8	+ 1/4
Nat. Union Radio	3	2 7/8	2 7/8	

OVER THE COUNTER

	Bid	Asked
CBS A	58 1/2	60 1/2
CBS B	57 3/4	59 3/4
Stromberg Carlson	15 1/2	16 1/2

Brunswick Gets Order In Suit Over Royalties

Supreme Court Justice Timothy A. Leary yesterday granted an order which requires A. Arthur Tracy to furnish the Brunswick Record Corp. with a bill of particulars as to his suit against Brunswick.

In his action, brought to recover the sum of \$24,300, Tracy claims that Brunswick failed to pay him royalties for records made by him for the years 1932 to 1934, inclusive, in accordance with an agreement made between them. Brunswick denies the claim, stating that Tracy was paid in full for all services rendered by him.

Goodhue Heads Script Dep't

Robert K. Goodhue has been appointed head of the William Morris Agency's New York radio script, scenario and literary department.

MARTIN BLOCK'S

"MAKE-BELIEVE BALLROOM"

A WNEW FEATURE
1250 Kc.

10 to 11 A.M. - - - 5:30 to 7 P.M.

NEW PATENTS

Radio and Television

Compiled by JOHN J. BRADY, Attorney
Washington, D. C.

2,075,009—Radio Receiving System for Vehicles. George P. Adair, Takoma Park, Md.

2,075,094—Signaling System. Lewis W. Chubb, Pittsburgh, Pa., assignor to Westinghouse Electric & Mfg. Co.

2,075,112—Vacuum Tube Circuit Frequency Changing. Ralph N. Harmon, Wilkesburg, Pa., assignor to Westinghouse Electric & Mfg. Co.

2,075,120—Electronic Apparatus. Bernard E. Lenehan, Bloomfield, N. J., assignor to Westinghouse Electric & Mfg. Co.

2,075,122—Indirectly Heated Cathode. Siegmund Loewe and Bruno Wienecke, Berlin, Germany.

2,075,124—Electrical System. Frederick W. Lyle, Pittsburgh, Pa., assignor to Westinghouse Electric & Mfg. Co.

2,075,125—Beacon System. Forrest Mabry and Carl J. Madsen, Springfield, Mass., assignors to Westinghouse Electric & Mfg. Co.

2,075,140—Tilting Oscillator and Modulator. Kurt Schlesinger, Berlin, Germany.

2,075,141—Cathode Ray Tube System. Kurt Schlesinger, Berlin, Germany.

2,075,142—Braun Tube. Kurt Schlesinger, Berlin, Germany.

2,075,165—Electric Discharge Tube. Hulbert G. Boumeester, Eindhoven, Netherlands, assignor to N. V. Philips Gloeilampenfabrieken.

2,075,202—Electron Discharge Tube. Johan L. H. Jonker, Eindhoven, Netherlands, assignor to N. V. Philips Gloeilampenfabrieken.

2,075,208—Electron Discharge Device. Otto Krenzien, Berlin-Siemensstadt, Germany, assignor to Siemens-Halske Aktiengesellschaft.

2,075,257—Receiver Control. Ernest A. Zadig, New York, N. Y., assignor to RCA.

2,075,355—Discharge Tube. Johannes G. W. Mulder, Eindhoven, Netherlands, assignor to N. V. Philips Gloeilampenfabrieken.

2,075,360—Television Apparatus. Georg Schubert and Rolf Moller, Berlin, Germany, assignors to firm: Fernseh Aktiengesellschaft.

KFOR, Lincoln, Names Weed & Co. National Rep.

Lincoln—KFOR is assigning Weed & Co., New York and Chicago, as national advertising representative. Station has been getting along direct, but now with both CBS and MBS chains feeding, it's out for national money.

WIP Starting 6 A. M.

Philadelphia — Effective Monday, WIP will open at 6 a.m., making it the first station on the air each morning in the Philadelphia area. It will operate from 6 a.m. to 1 a.m. the following morning.

The 6-7 a.m. period will be subdivided into four quarter hours with various types of programs inserted under the direction of a general master of ceremonies.

2,075,377—Means and Method of Forming Discrete Areas. Russell H. Varian, San Francisco, Calif., assignor to Farnsworth Television, Inc.

2,075,378—Means and Method for Collecting Secondary Electrons. Russell H. Varian, San Francisco, Calif., assignor to Farnsworth Television, Inc.

2,075,379—Time Delay Oscillator. Russell H. Varian, San Francisco, Calif., assignor to Farnsworth Television, Inc.

2,075,380—Means for Modulating High Frequency Currents. Russell H. Varian, San Francisco, Calif., assignor to Farnsworth Television, Inc.

2,075,396—Tuning Apparatus. Donald B. Keim, Camden, N. J., assignor to RCA.

2,075,415—Tube Tester. Jewell R. Williams, Little Rock, Ark., assignor, by mesne assignments, to Jerry H. Glenn.

2,075,501—Radio Receiving System. Wendell L. Carlson, Haddonfield, N. J., assignor to RCA.

2,075,503—Reception of Frequency Modulated Waves. Joseph G. Chaffee, Hackensack, N. J., assignor to Bell Telephone Laboratories, Inc.

2,075,513—Radio Receiving Circuit. Harold F. Elliott, Palo Alto, Calif., assignor to RCA.

2,075,523—Scanning Device. Herbert E. Ives, Montclair, N. J., assignor to Bell Telephone Laboratories, Inc.

2,075,611—Electron Discharge Tube and the Like. Eugene J. Hoffman, St. Marys, Pa., assignor to Hygrade Sylvania Corp.

2,075,643—Volume Control and Noise Suppression System. Lester T. Fowler, Oaklyn, N. J., assignor to RCA.

2,075,683—Image Frequency Rejection System. Harold A. Wheeler, Great Neck, N. Y., assignor to Hazeltine Corp.

2,075,717—Cathode Ray Tube. Friedrich W. Hehlhans, Berlin-Hermsdorf, Germany, assignor to General Electric Co.

2,075,761—Electron Discharge Tube and the Like. Joseph J. Jackman, Danvers, Mass., assignor to Hygrade Sylvania Corp.

KVOO Opens News Bu. In Okla. State Capitol

Tulsa—KVOO has opened a State Capitol News Bureau in Oklahoma City, with Leroy J. Ritter, free-lance writer and news correspondent, in charge. Ritter works directly under the KVOO News Bureau here, and direct lines have been installed from the statehouse to the office of Ken Miller, KVOO news editor.

KVOO now uses the service of Transradio Press Service and International News Service. In addition, Miller has installed correspondents in a dozen Oklahoma and Arkansas cities.

Brusiloff in Esquire Show

Nat Brusiloff and his orchestra, with Larry Taylor, baritone, are being presented in the new "Esquire on the Air" series over WOR, Tuesdays, 8-8:30 p.m.

COMING and GOING

JACK TREACY, Star Radio executive, is back from Pensacola, where he mixed a little business with pleasure during the past week.

RUBEY COWAN, formerly with NBC, is en route to Hollywood to assume new duties as radio contact man for Paramount Pictures.

WILLIAM JANNEY, actor, is in New York from the coast for a visit.

MORTON DOWNEY and BARBARA BENNETT DOWNEY sail April 14 for Europe aboard the Normandie.

LEO FITZPATRICK, general manager of WJR, was in New York yesterday and was scheduled to leave for Detroit last night.

PEGGY STONE, CBS station relations, to Sky Top today for a week-end vacation.

JAMES SAUTER, president of Air Features Inc., enroute for Washington last night for a two-day visit.

FRANKLIN DOOLITTLE of WDRC, Hartford, was in town yesterday.

E. P. H. JAMES, NBC sales promotion manager, back at his desk today after a trek to Washington and Baltimore.

LEE WILEY is back in New York from the coast to resume radio work.

Chas. J. Weaver Dead

Charles J. Weaver, superintendent of RCA Communications central radio office until his retirement last January, died Tuesday in Florida following an operation. Weaver had long been intimately concerned with radio, having joined the old Marconi Wireless Telegraph Co. of America in 1903. He is survived by his widow and a half-sister.

Roseleigh in Legit Show

Jack Roseleigh will return to a legit production on Broadway in "Arsenal", a mystery melodrama the locale of which is a military post in a Southern state. He will have the leading male role, that of Colonel Rogers. Show goes into immediate rehearsal and is scheduled to open April 26 under the aegis of A. L. Jones.

Roseleigh will continue in "Pepper Young's Family" and other radio shows which do not interfere with the "Arsenal" appearances.

Hedda Hopper for Series

West Coast Bureau of THE RADIO DAILY Hollywood—J. W. Marrow Co. (Mar-O-Oil shampoo), through the NBC Artist Service has set Hedda Hopper for a nationwide network series to begin soon. Program will be entitled "Film Magazine of the Air."

NBC Signs Earhart, Ratoff

West Coast Bureau of THE RADIO DAILY Hollywood — Amelia Earhart and Gregory Ratoff yesterday signed exclusive radio contracts with the NBC Artists Service.

LEO SAYS:

MRS. IDA BAILEY ALLEN's sponsors know that she sells their products.

WNN DIAL 1010
AFFILIATED WITH
M-G-M-LOEW'S



CBS SELECTS SITE FOR TELE. STATION

(Continued from Page 1)

ing frequency somewhere between 42 and 56 megacycles. A distance of less than 100 feet will separate the transmitter from the antenna and consequently insure almost distortionless transfer of power. According to Dr. P. C. Goldmark, head of CBS tele. research department, Chrysler tower is particularly desirable because of unobstructed skyline. Latest developments in high power wide band design will be incorporated. Dr. Goldmark said further:

"Experiments conducted by CBS engineers disclosed that the height of the antenna was not the only thing to be considered, despite the general impression to that effect. Fact that most of Manhattan's population is concentrated north of the Chrysler tower and that no higher buildings are located in that direction was of prime importance in selecting the site. This situation indicates that the radio waves will not be broken up or refracted by the steel skeletons of other skyscrapers and that therefore a common fault of television—the production of double images—will be avoided."

CBS conducted experiments with television some few years ago and discontinued it in 1933. Transmission of low definition pictures (with sound going through regular CBS channels) over station W2XAX later resulted in CBS conducting intense research here and abroad. Comparison of the progress in other countries was not overlooked. At the time of this tele. operation Bill Schudt, now manager of WBT, Charlotte, took an active part. These pictures technically known as low-definition images were 60-lines transmitted on a frequency of 2,800 kilocycles.

New station will, of course, stick to the 441-line basis agreed upon by U. S. experimental stations as per recommendation of the Radio Manufacturers Association.

NEW PROGRAMS—IDEAS

Specialized Newscast

One of the most specialized forms of news report is now presented over KVOO, Tulsa, Okla. The broadcast, known as "Oil News of the World," is presented every Thursday night at 10:15 CST. Ken Miller, KVOO News Editor, prepares the program and makes the weekly presentation. Throughout the broadcast, Miller plugs the idea that the broadcast is coming from "Tulsa, The Oil Capital of the World." The news for this broadcast is furnished by the staff of the Oil and Gas Journal, the industry's largest trade journal. Present plans call for an increase of these broadcasts to three weekly in the early summer.

"Behind CCC Scenes"

"Behind the Scenes of the CCC" is the title of a Tuesday series presented over WFMD, Frederick, Md. On these weekly broadcasts, the boys of the Civilian Conservation Corps present playlets enacting scenes from CCC life. Singing and musical interpretations also are given.

Eye-Closer Series

As a supplement to the daily "Eye Opener" program, an hour show that opens the station, WSJS, Winston-Salem, has added an "Eye-Closer" Monday-Wednesday-Friday at 11 p.m. Intimate and chatty one-way conversations with his listeners are carried on by Announcer Ralph Burgen, under the guise of the "Ole Night Watchman," between recorded waltzes. The usual time signal service used on such programs has been changed to give correct time in out-of-the-way places all over the world.

Now and then a local radio artist is brought in to guest and add variety to the show.

Both the Eye-Opener, emceed by Johnny Miller, and the Eye-Closer are conducted solely for listener interest; WSJS trunk lines are swamped continually with calls.

Ping-Pong from Studio

Lincoln, Neb.—KFAB tried out a novel broadcast recently—a ping-pong game in the studio. State champ and runnerup played two out of three with station manager Reginald B. Martin sitting at the mike to describe the play.

Unusual Occupations

Lincoln, Neb. — J. Gunnar Back, KFOR, Lincoln, is doing a new program called "All in a Day's Work" at which time he interviews mugs

Morton Downey Signed For Foreign Disk Series

(Continued from Page 1)

cription. In addition to recordings, singer has contracted for a series of concerts to be given in London and Ireland.

with unusual, or interesting, jobs.

"Junior Parade" Clicks

"The Junior Parade" program, inaugurated by program director C. G. "Tiny" Renier, of KMOX, St. Louis, four weeks ago, is proving something of a sensation. Any youngster with talent is invited to the studios of KMOX Saturday mornings and given a chance to be heard on the air. The listening audience votes for their favorite by letter and the weekly prize to the winner is a radio set, a gift from KMOX. These half-hour shows, 11:15-11:45 a.m., are presented before a live audience in the KMOX Radio Playhouse.

During the past four broadcasts, some very remarkable juvenile talent has been discovered. The mail response and demand for tickets to attend the "parade" has far exceeded the fondest hopes of Renier. Each Saturday morning finds the Playhouse filled to capacity (425) and the letters voting for the performers runs well over the 2000 mark each week.

Poetry at Midnight

Something different in late evening programs begins over WCNW, Brooklyn, on Wednesday at 11:30 p.m. The program features a Hawaiian ensemble, songs by Lucille Norman, soprano, and poetry read by Herb Hoffman. The show will be produced by Roger Wayne.

Program Direct to School

Educational broadcasts presented directly to schools are being aired by WFMD under the supervision of Program Director Bob Longstreet. Series is heard Monday through Thursday, 2-2:30 p.m., and broadcast includes current news, travel, safety, playlets given by pupils themselves (Schoolboy Safety Patrols) and a "Poet's Corner". At the last census, it was discovered that nearly 3,000 pupils are listening to the "Poet's Corner" alone. Poems of the student's choice are read by Announcer John Newhouse. The programs are designed for schools alone and are presented in a congenial conversational manner. Tuning in is, of course, optional.

Walkathon on WCNW

A Walkathon Contest goes on the air for the first time in Brooklyn starting today over WCNW. Originating in the Brooklyn Ice Palace, broadcasts will be handled by Chris St. James, sports announcer, and Allan Black, chief announcer. A shoe company sponsor is being arranged.

OUT TODAY

The

Independent
Broadcaster

Watch For Your Copy

THREE MORE STATIONS ADDED TO NBC WEBS

(Continued from Page 1)

WDEL have been set at \$120 per hour, KSOO will receive \$160. NBC now has 124 stations affiliated with its Red and Blue networks.

WDEL is owned by WDEL, Inc., and operates on 1120 kcs. with 500 watts daytime, 250 night. WORK is a 1,000 watter operating on 1,320 kcs. Both stations are members of the Mason-Dixon Radio Group, Inc. of which Col. J. Hale Steinman, newspaper owner and publisher is president. Clair R. McCullough is president and general manager of both WDEL and WORK's operating companies.

KSOO is the only station in Sioux Falls and operates on 1,110 kcs. with 2,500 watts power. Station is owned by the Sioux Falls Broadcasting Association and is run under the personal direction of Joseph Henkin.

C. P. MacGregor Agency Enlarging Activities

(Continued from Page 1)

Bert Phillips, resigned to go in his own transcription library business. Paul Quen becomes credit manager, Eugene Carman writer and producer. Carman does "Moving Stories of Life" now going into its third year. Besides S. A. Sollie, whose interests MacGregor purchased, the reorganization has included the resignations of Bert Phillips, John Fee, Helen Niggemeyer, Ethlyn Bookwalter, Richard Holman and Dorothy Scott.

Production has started on an 18-programs-a-week basis, in addition to the firm's regular monthly recording schedule of music.

Gemloid Appoints Richland

Philip Richland has been appointed vice-president and general sales manager of the Gemloid Corp. and its affiliated divisions, it is announced by J. Frank, president.

JAMES MADISON

for many years one of America's outstanding authors, has returned to New York, and invites the attention of those requiring top-notch radio gags and continuities. Permanent residence, Hotel Taft.

"BARON MUNCHAUSEN"

JACK PEARL

RALEIGH and
KOOL CIGARETTES

WJZ-10 P. M. E.S.T.—Friday
NBC Network

Dir.: A. & S. LYONS, Inc.

1	9	3	7
SUN	MON	TUE	WED
4	5	6	7
10	11	12	13
16	17	18	19
20	21	22	23
24	25	26	27
28	29	30	

April 2

Phyllis Kenny

April 3

George Jessel Leslie Howard
Peter Van Steeden

April 4

Rosemary Lane Eddie East
Mollie Steinberg Jay Freeman
Bernice Berwin Ted McMichael



ACCORDING to a listener survey, "The Guiding Light" new air show by Irna Phillips, author of "Today's Children" has made the biggest percentage gain of any daytime show during its first nine weeks on the air. Bes Johnson was cast to take a lead in Miss Phillips' latest radio dramatization this week.

Joan Blaine, now on a vacash in the south, will stop off here on her return only long enough to arrange local business before heading eastward for rehearsals of her new network show.

Kaye Brinker, WBBM monologist, who writes her own humorous sketches, is sister of May Brinker Post, nationally known short story writer.

J. L. Van Volkenberg, ass't to president in charge of CBS Chi office, visiting KMOX in St. Louis.

Bob Guilbert, young NBC actor, has drawn the role assignment of Commander Don Winslow in the serial of the same name which made its debut last Monday over NBC from local WMAQ studios.

"Stage Mother" a play by Arch Oboler, fecund local scripter, will be the final presentation of the present series of Campana's Grand Hotel over the NBC-Red for Sunday. The show leaves the air for the summer having been on since last October.

Vivian Della Chiesa will appear as concert soloist on April 3 in Waukegan, Ill.

J. J. King, WBBM traffic manager, and Mrs. King are in Sarsota, Fla., for a vacash.

So great has been the sale of "Today's Children" in book form that the volume has been placed in circulating libraries here.

Piping Bible Series

East St. Louis, Ill.—"The Bible Broadcaster", WTMV's 18-month-old Sunday morning religious feature currently fed to KFRU, will also be piped to WHO, Des Moines, starting Sunday.



● ● ● The Oscar Shaw-Carmela Ponselle show will continue through the summer. However, Shaw will introduce a one-man musical program for another sponsor featuring songs he's done on the Broadway stage during his career....Idea is built with his colored nurse, known as "Mammy"...Teddy Bergman is being considered as a feature on the Ford airing....Chevrolet auditioned UNKNOWN singers yesterday for their transcription series....Vic Whitman of Wilson, Powell & Hayward has an audition on a new show next week....Larry Hammond auditioned people at NBC yesterday for a script-show....Young & Rubicam and Blackett-Sample-Hummert had script show auditions....Rudy Vallee will do a "single" crossing the Atlantic for the two London programs....CBS is building a special studio for Edwin C. Hill and Jean Paul King, commentators....Studio is on the 17th floor....Eric Rolfe, formerly an actor on Phil Lord's "Gangbuster" program, will be the announcer on the show hereafter. No word as to his joining the CBS staff....Ann Harding of CBS is out sick again!

● ● ● The stunt pulled by CBS yesterday was a classic....we mean the "Battle of Wits" emanating from Chicago and New York and even letting the CBSingers from Washington add a word or two to the merry, madhouse which took the air on April Fool's Day....Idea was for the New York announcers to answer unknown feats on wordslinging put to them by the Chicago crowd and vice versa....Edward Murrow, Director of Talks, recently made European representative for CBS, acted as emcee from N. Y....Stan Thompson was the spokesman from Chi, and Don Ball did the questioning here....Paul Douglas did a "Man On The Street" imitation from here, kidding the other team....Don Hancock interviewed the Chi boys on what they thought of the boys here....Following this was a "high-pressure" commercial from both ends, "soft" commercial, and then "ad libbing" which was put to the contestants by the opposite crowd. Bob Trout from here did a good job talking about Peru, while Paul Luther from Chi talked about everything but the subject he was asked to discuss, mainly, insomnia—taking a mike to bed and describing the counting of sheep....Then came a talk during emergencies....High spot of the half-hour show, which should be put on as a steady monthly feature, was David Ross, who after a sentimental musical interlude paused for a moment and then recited "The Music Goes 'Round" in his distinguished manner, which was funnier than Grace Moore singing "Minnie the Moocher"....Washington, supposed to judge the winner, added more comedy by awarding the prize to Ed Murrow, who did a grand job.

● ● ● Emil Coleman leaves the St. Regis May 11 and Jacques Fray opens the roof....Basil Fomeem goes to the Pierre....Eddy Duchin turned down another week at the Paramount because he didn't want to double. He opens at the Grove in Hollywood, June....Guy Lombardo gets the Waldorf spot....Agnes Moorehead and John Kane have been added to the East and Dumke show....Victor made a new "jam" record with three bands—Fats Waller, Bunny Berigan and Tommy Dorsey....Byron Holliday has recovered from his broken arm and will return to his WOR show tomorrow....WBT, Charlotte, presented the Mayor, Ben E. Douglas, on the air—in the nude, describing a sweat bath....Jack Benny will observe his fifth anniversary as an air star May 2....Hershell Williams will return from his mysterious trek to the coast.



LOS ANGELES County Medical Association has bought weekly 15 minute periods on both KFI and KECA to carry on a campaign of public education on syphilis, first program of the kind here. Speaker will be S. K. Cohens, executive secretary of the association. Advance scripts, o.k'd by station, treat subject frankly, using polite but understandable terms. Programs go on Thursday mornings, on KECA, Saturday mornings on KFI, campaign to run indefinitely.

Stuart MacHarrie, brother of Lindsay MacHarrie, is to take over the post as Western field manager for Transcription Co. of America, made vacant by the death of Ben Crose last week. J. M. Leaverton, former film and advertising executive, will take over MacHarrie's mid-western assignment.

General Paint Co., through Walter Biddick Co., has signed for 13 weeks disk series on KMTR. Program called General Paint Colorscope, goes Monday nights, 6:45 p.m., P.S.T. Similar contract on KMPC.

KNX, CBS outlet, will go on the air half hour earlier starting Monday, with Jack Kay's Sunrise Salute program enlarged from half hour to hour, starting at 6 a.m., P.S.T.

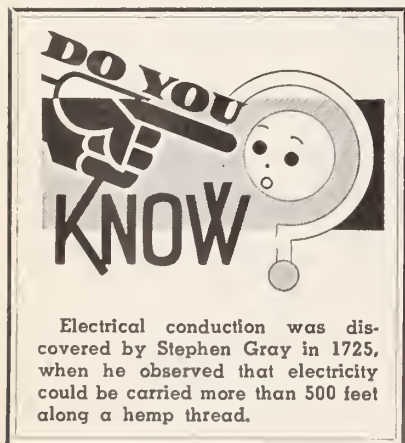
Clark Gardner, Iowa shrub and plant concern, signed long term contract for five minutes daily on KFAC, using disk plant talks. Placed by Northwest Advertising Co. of Seattle.

Gus Edwards' "Schooldays of the Air", which has been an hour variety feature on Monday nights on KFWB, hereafter will be sponsored by L. A. Soap Co., makers of White Kink soap. Contract for 52 weeks placed through Barnes Chase Advertising Co. Reported that sponsor is watching show carefully with possibility that it will be piped into a national network later.

Felix Mills, his orchestra, and guest soloists will start a Friday night half hour variety series Friday night for Bullocks department Store, Dana Jones agency. Program, dedicated to "stars of tomorrow", will seek new talent for featured guest spots. First program will use Thora Mathieson, soprano, and Jud Sloan, baritone, both of whom will have their first radio breaks on the program, and who are looked upon as promising finds. Program will be called "New Horizons".

Captain James Patrick O'Donovan, former British Army officer in India, has been signed for a daily series of sustaining 15-minute programs on KMTR. Tuesdays, Thursdays and Saturdays, he will chat about psychology of dreams; other days will tell war experiences.

Linnton Wells, war correspondent, radio commentator and author, left for quick trip to New York in connection with his new book, "Blood on the Moon", which Houghton-Mifflin just brought out.



WITH THE ★ WOMEN ★

By ADELE ALLERHAND

ADELA ROGERS ST. JOHN says radio has given the femmes a political consciousness....Feminine interest in such matters as the Nye-Fisch Bill, and Elsie Parrish, chambermaid, Miss St. John's choice for "Woman of the Week", because of whom the new minimum wage law for women was framed, has grown apace, because of it, according to the petite, effervescent scribe with the warmly significant voice....She rises before seven to speed her children schoolward, writes her news broadcast, delivers it, wearing slacks....then begins the day's work.... The St. John ménage removed to Great Neck summer quarters yesterday, "because the children like it better".... Warmly approved Ann Harding's abdication from London success, "Candida", to tour with spouse Werner Janssen, relinquishing personal success for the marital variety....

▼ ▼
Mary Goodrich, Director of Greater Texas and Pan-American Exposition, was once with Benton & Bowles, subsequently with Pendleton, Dudley....Gertrude Bugard, WOR program dep't lass, in earnest converse with Bill McCune, Plaza ork leader.... When Helen King, now of Certified Contests, succeeded in convincing Harvard that graphology was an exact science, she lost interest in its commercial possibilities....Countess Olga Albani is an arthritis-victim.... Gretta Palmer, lady fourth estater who did a sustainer on WOR, returns to that station in a Walker Gordon commercial effective April 7, to be airwaved Wednesdays and Fridays 1-1:15, title to be "Gretta Palmer, Commentator"....

▼ ▼
Diana Gaylen, ghost warbler for Garbo and de Havilland, to do a "one shot" on Pat Barnes' "Opera House" today at 11....Sue Baxter, who blazed a radio trail for vocalizers of the shade indigo, back in the airena to be heard Sunday a.m.s via WHN at 10:30....Eve Love conducting "long range" publicity campaign for Maestro Paul Whiteman.... Linda Lee, now with his entourage, taking curtain calls....Dorothy Allen of WMCA's copyright department is too, too expert with the candid camera....The Canovas took six people including a chauffeur, their mother, a secretary and three body-servants on their westward jaunt....Sydney Rayner of the Met to bring opera to the hausfrau as Ida Bailey Allen's ether-guest at a not-too-distant date....

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:
No. 17 of a Series

WNEW — NEW YORK

1250 Kc.—1,000 Watts Night—2,500 Watts Day

BERNICE JUDIS
Mgr.

HERMAN BESS
Comm'l Mgr.

WNEW, the only 24-hour-a-day station in the east, is owned by Arty Bulova, and operated by the WBO Broadcasting Corp. It was established Feb. 13, 1934, as a result of a merger of stations WAAM, Newark, and WODA, Paterson. Today WNEW maintains a transmitter in Carlstadt, N. J., and its broadcast studios are located in New York City. The latest type, 424-foot, vertical antenna has been installed and the entire station is equipped for high fidelity broadcasting all hours of the day and night.

Since its inaugural date, when President Roosevelt pressed a button to set the wheels in motion, WNEW has concentrated on catering to the general public. Its special events department has been greatly responsible for swift success that has come to the station. WNEW was among the first stations to air the results of the Hauptmann trial, the Morro Castle disaster, Nazi Investigation Committee, ERB strikes, short wave descriptions of ship and Zeppelin arrivals, news of the rapidly growing airplane industry and timely sport broadcasts. WNEW will broadcast commercially 161 games played by the Newark baseball team this year.

On Feb. 4, 1935, WNEW established what was to become one of the largest money-making programs in commercial radio in New York. Martin Block and his "Make Believe Ballroom" today are heard 2½ hours a day, six days weekly, and every minute of that time is sponsored. On Aug. 2, 1935, WNEW had a two-fold celebration. It started its 24-hour-a-day schedule, and Stan Shaw began his daily broadcasts of "Milkman's Matinee." It is still broadcasting from 2-7 a.m. Oct. 1, 1935, Alan Courtney began his "Joymakers" program. Today there are 200,000 daily listeners to this show. Oct. 20, 1936, the FCC granted permission to WNEW to transfer from Newark to New York.

WNEW is managed by Bernice Judis, one of the few women to hold such a position in radio. Working under her is an able staff composed of Bobby Feldman and R. E. O'Dea, vice-presidents; Richard Morenus, program director; Hugh Boice, sales manager; William McGrath, production manager; Ted Webbe, chief announcer; Merle Pitt, musical director, and Sid Schwartz, publicity director.

★ PROMOTION ★

KVOO Annual Students' Day

KVOO, Tulsa, recently afforded an opportunity to more than 200 Tulsa Central High School students to participate in one day's entire activities of KVOO, handling all announcements, station breaks, selecting music, furnishing trios, soloists, even orchestras, writing many of the local programs—in fact, handling every activity except those of the engineering and commercial department.

This unique promotion, according to Station Manager W. B. Way, was a glowing success and will become an annual affair.

Elizabeth Orch. Plans Series

Elizabeth, N. J.—Chamber of Commerce and the directors of the Elizabeth Symphony Orchestra plan a series of six nation-wide broadcasts. The orchestra, a civic group, ranks as one of the most outstanding of its kind, and last Winter made a coast-to-coast broadcast.

Gertrude Niesen to Tour

Gertrude Niesen closes an 8-week engagement at the Chez Paree in Chicago on April 8 and will begin a stage tour the next day. First two cities will be Chicago and Detroit.

Paul Ross of Columbia Artists Inc. is booking the tour.

Girls Run WESG for Day

Highly successful results were experienced by WESG, Elmira, N. Y., from the recent stunt in which the station was run for a day by girls from Elmira College. The students not only handled the programs, but took part in the technical operation as well. The girls made a special hit in their commenting, which included sports, styles and current news.

Local newspapers gave the stunt a good deal of space. WESG is managed by Dale L. Taylor, with Norbert L. O'Brien as commercial manager.

KCRC Supplement

In celebration of the affiliation of KCRC, Enid, Okla., with the Mutual network, the Enid Morning News devoted a 10-page supplement to the local station.

Brightening up the pages with some color, the special supplement contained historical facts about KCRC, biographical data on its personnel, a lot of interesting information about radio in general, and a big batch of ads felicitating the station on its network hookup. All in all, the supplement put KCRC on an important plane.

Coming Events

April 6: Radio Corp. of America annual stockholders' meeting.

April 7: National Association of Broadcasters spring meeting of board of directors, Hotel Washington, Washington, D. C.

April 9: Press Photographers' Ass'n of New York Eighth Annual Dance and Entertainment, Hotel Commodore, New York.

April 26-28: Association of National Advertisers, semi-annual meeting, Hot Springs.

April 29-May 1: 20th Anniversary Convention of the American Association of Advertising Agencies, Greenbrier Hotel, White Sulphur Springs, W. Va.

May 2-9: National Music Week; David Sarnoff, chairman.

May 3-5: Eighth annual institute for education by radio, Ohio State University, Columbus, O.

May 10-12: Institute of Radio Engineers Silver Anniversary Convention, New York.

May 14-30: Syndicate Professionel des Industries Radioelectriques 14th Annual Salon, Palais Neo-Parnasse, Paris.

May 15-18: Second Annual Congress of Colonial Broadcasting of National Federation of Radio Mfrs. of England, Paris.

May 15-31: Radio and Television Fair, International Exposition Grounds, Paris.

June 1-10: Radio-television exposition, Moscow.

June 14: American Federation of Musicians' annual convention, Louisville, Ky.

June 20-23: Advertising Federation of America's 33rd annual convention, Hotel Pennsylvania, New York.

June 21-24: American Institute of Electrical Engineers' convention, Milwaukee.

June 21-24: Summer Convention of the Canadian Electrical Convention, Banff, Alberta.

"Betty Moore" Series Ending

Benjamin Moore & Co., will terminate its present series of "Betty Moore Triangle Club" programs on May 27. Program is heard on the NBC-Red network, Thursdays, 11:30-11:45 a.m.

ONE MINUTE INTERVIEW

JANE WEST

"Daytime listeners are the most loyal and devoted fans. In the evening there are too many distractions. Folks are having dinner or are getting ready for the theater or guests. Those who listen during the day are more avid in their desire for radio entertainment. They are also more friendly. They write to you. Somehow, you can be much more informal on a daytime airing than on an evening period."

NEW BUSINESS

Signed by Stations

WQXR, New York

Oxford University Press, half-hour weekly, to promote sale of "A Book of the Symphony"; Gardner Nursery Co., Osage, Ia., 5-minute disks; Hurok Attractions (Ballet Russe), spot series; Venida Products, renewal, 39 weeks, weather report thrice daily with brief commercial spot.

WELL, New Haven

Famous Frankforts, "Senators of Song", comedy and song, starting April 4 at 1:15 p.m.

WBRY, Waterbury

Waterbury Brewing Co., 6 daily UP news flashes through summer. Gives station 16 sponsored UP news periods daily, plus sponsored fashion review and sports roundup.

WBNX, New York

Long Island Outfitting Co. (clothing), 312 announcements in German, Polish and Italian, through Croyden Advertising agency; Ralph W. Merians Shoe Co., 15-minute weekly German musical program, 52 weeks, through Loewy Advertising agency; Pollyanna Shops, six weekly spots, 13 weeks; Rahmeyers, German spots, indefinite period; Angel Luggage Shop, spots; Hans Hansen, renewal, German musical hour, participating.

WMT, Cedar Rapids-Waterloo

Partial list of business signed since Feb. 1: Wagner Motor, "Five Star Review"; Halligan's, "Halligan's Demitasse"; Tip-Top, "Famous Homes of Famous Americans"; Home Spec., "Over the Transom"; W. C. T. U., "Americans to the Rescue"; Rubber Ind., "A March for Today"; People's Furniture, Armstrong's, People's Grocery, Modern Laundry and Vega Separator, all for "Musical Clock"; Fels Napha, "Scotty Views the News"; Iowa Soap, "WMT German Band"; B. F. Nelson, "Weather Master"; Wolf Hatchery, "Corn-huskers"; Westcott & Winks, "WMT German Band"; Hall-Ekfelt, "Fire-side Phantasy"; Jack Sprat Stores, "Newstime"; Cownie's Furs, "Teela Serenades"; Allied Chicks, "Chick Chats"; Bupane Gas, "Hillbillies"; Lettuce Growers, "Magic Kitchen"; Dr. Salsbury's Laboratory Program; Frankel's, "Style Talk"; Norge, "All Star Varieties"; Washington State Apples, "Magic Kitchen"; Kelvinator, "Iowa Speaks"; Easy Washer, "Community Sing".

WKBN Gets Pure Oil Series

Youngstown—The Pure Oil Co. will sponsor a new quarter hour Man on the Street broadcast over WKBN, with first airing Tuesday, 8:30-8:45 p.m. New production, set for 13 weeks, is called "Pure Oil Man on the Street," conducted by Chuck Seeman, who did similar street show over KTUL of Tulsa, and will be broadcast from front of Paramount theater. Theater tickets will be



KEN MURRAY

with Oswald, Shirley Ross, Lud Gluskin's Orchestra
Campbell's (Tomato Juice)
CBS Network, Wednesdays, 8:30-9 p.m., EST.

F. Wallace Armstrong

WEAK AND HASHY START MADE BY MURRAY AS BURNS AND ALLEN SUCCESSOR.

Besides the fact that the comedy routine was patterned along the same lines as the previous series with Ken Murray and Oswald, this new program replacing Burns and Allen made a psychologically bad beginning by spending a good part of the time in gagging about where to find a new idea for the show. Many listeners must have wondered what Murray was doing in the weeks when he should have been working

up ideas for his program. So, having no fresh ideas to serve, he started off with an imitation of some Eddie Cantor stuff, then into the verbal groping for new stuff, the usual amusing cross-fire bits in Oswald and his "Oh, Yeah!" were as comical as ever, a little comedy with vocalist Shirley Ross, who was good on the lines too, some by-play on Burns and Allen, and so to the conclusion. For musical interludes, after a brief "I'm Talking Through My Hat" introduction, Miss Ross did a rather extended arrangement of "Sweet is the Word For You", the girl having a very likeable voice, and there was excellent work by Lud Gluskin's orchestra.

The apologetic nature of Murray's rehearsed comedy material, however, blighted the show.

awarded to persons submitting questions usable on program.

Freitag Agency of Chicago set deal for Pure Oil, with Hale R. Talbot handling negotiations.

Axton-Fisher Series on KXBY

Kansas City—Axton-Fisher Tobacco Co., New York (Twenty Grand cigarettes), has signed for a series of quarter-hour sports broadcasts on KXBY, the high-fidelity station here, Mondays through Saturdays, 5:45-6 p.m., beginning April 5. Walt Lochman will do the announcing. McCann-Erickson Inc., New York, placed the account.

WFMD, Frederick, Md.

Kelvinator, spots; Sparton Radio Dealers, "Sparton Singers," live show, Sundays 12:45 p.m.; Norge Refrigerators, daily spots and two 15-min. disks weekly.

KTSA, San Antonio

"Your Children" (Borden's Milk), poetry and organ music, Mondays, Wednesdays and Fridays, 9:45 a.m.; "Arm of the Law" (Bohnet's Bakery), 7 p.m., Fridays; "Headlines Behind the News" (Hertzberg Jewelry Co.), 9:45 p.m., Sundays; "It Happened To Me" (Service Finance Co.), true story dramatizations, 4:30 p.m., Sundays, all placed by S. R. "Steve" Wilhelm, head of the Payne Advertising Co.'s radio division.

Crystals Renew on KVOO

Tulsa—Crazy Water Crystals have signed their second yearly contract for sponsorship of news broadcasts over KVOO. For their first year, Crystals purchased exclusive sponsorship, but now they share the daily news broadcasts with Hales-Mullaley Inc., RCA distributors, and Oklahoma Tire & Supply.

WSJS "Street" Series Is Renewed by Sponsor

Winston-Salem, N. C.—The "Man on the Street" broadcasts, highly successful last fall, have been renewed for the spring and summer months over WSJS by a local drug chain. Broadcasts are handled in an informal and friendly manner by Chief Announcer Johnny Miller, and re-moted Monday-Wednesday-Fridays at 12:30 p.m. from in front of one of the sponsor's three outlets. Crowds follow broadcasts to join in the fun and take a chance at winning dollars given for correct answers to questions of general interest.

WSJS promotes program by placards in drug stores, featuring different candid camera shots of broadcasts each week, and ads in newspapers.

Bigelow-Weavers' two electrically transcribed features, "Hollywood Room Recipes" and "Blubber Bergman," are running twice weekly each for the next 13 weeks over WSJS for two large furniture companies.

Kelly Takes Over Tucker-Kelly

Tucker-Kelly and Associates, public relations and publicity firm, has been dissolved, and the business has been taken over by John Kelly, formerly director of publicity for Batten, Barton, Durstine & Osborn Inc. and prior to that with N. W. Ayer & Son. The present offices at 347 Madison Ave. will be maintained.

H. D. Allen will continue in the management of the business, specializing in sales promotion and industrial relations. He was formerly with Curtis Publishing Co. and later account executive for N. W. Ayer & Son.

COMMENTS

On Current Programs

"Portraits in Oil"

Radio Division of the WPA puts on some worthwhile dramatic play-lets over WHN. The past Wednesday evening, 7:30-8 p.m., there was a skit containing episodes from the life of the noted Italian artist, Leonardo da Vinci. Good writing and earnest acting usually marks these WPA presentations.

Nino Martini

The "Chesterfield Presents" program of Wednesday evening (CBS, 9 p.m.) was exceptional. Not that this is unusual for the Chesterfield series, but the arrangement of "Casey Jones" by Andre Kostelanetz and the playing of the number by his orchestra gave more than ordinary pleasure. Nino Martini's repertoire of songs was well selected and delivered with fine spirit.

At Random

...Last WPA "Professional Parade" (NBC-Blue, 9 p.m.) sounded a bit scrubby. Despite Fred Niblo's affable and cheery emceeing, there is something mournful about the program that makes many true troupers shie away from it.

...Fred Allen put on one of his very funniest sessions over the NBC-Red network Wednesday night. There seems to be no end to this ingenuity for comedy concoction—and especially for giving old comedy a new twist.

...Jessica Dragonnette and Charles Kullman were swell in "Naughty Marietta" bits over CBS network Wednesday night.

Ruth Brine on Washington Trip

Chicago—Ruth Brine, WBBM femme commentator (sponsored), boarded the first non-stop plane between here and Washington, D. C., yesterday, following her stockyard broadcast for a series of interviews with capitol prominent.

She will spend today in the capitol doing stories with Mrs. Franklin D. Roosevelt, Senator Caraway and Federal officials, and will file first hand accounts to WBBM commentators, Truman Bradley, Ken Ellington and Tod Hunter.

Miss Brine returns to Chi via non-stop plane to be on hand for her regular Saturday afternoon broadcast.

GUEST-ING

RUGGIERO RICCI, on Ford Sunday Evening Hour, April 11 (CBS, 9 p.m.).

CAPT. BOB BARTLETT, on "Cavalcade of America," April 7 (CBS, 8 p.m.).

Eddie Dowling at Advertising Club Luncheon, Thursday (WOR, 1:15 p.m.).

ORCHESTRAS MUSIC

RAY NOBLE is penning a new theme melody for the Monday night Burns and Allen series starting over NBC April 12.

Glen Gray and the Casa Loma Orchestra will furnish musical atmosphere for the "Coronation Ball" on May 12 at the Seventh Regiment Armory in New York City.

Joe Howard's new music publishing firm makes its debut with "Born Lucky" as its initial offering. He's authored a new ditty titled "Meet Me at the World's Fair", a premature musical rendezvous at a spot soon to be internationally important.

Zinn Arthur and his WNEW band are concentrating on making recordings. Today they wax eight sides for Master Records.

The Student Symphony Orchestra, composed of 85 students from the Department of Music at the Carnegie Institute of Technology, to inaugurate a series of weekly programs over WOR and the MBS coast-to-coast, effective Saturday, April 3rd, 1:30 to 2 p.m.

Freddy Martin has acquired a new vocalist for his swing ensemble. He's 20-year-old Pat Casey, whom Martin "discovered" singing in a nondescript Chicago night club.

Bing Crosby will carol "Serenade in the Night" over the Red Network of NBC Thursday evening at 10. Mills Music, Inc. are the publishers.

Ernest Hutcheson, internationally celebrated pianist, recently named to succeed John Erskine as Juilliard prexy, will be Wallerstein's soloist on the first "Music and You" broadcast upon which WOR and the Nat'l Music League will collaborate on April 8, 8-8:30 over a coast-to-coast network. **Pierre Key**, critic and editor of the "Musical Digest", will be commentator for at least three of the broadcasts and very possibly the series.

Nano Rodrigo premieres in a new NBC sustainer tonight over a Southern Network, 9:30 to 10:00 p.m. Fridays. He's about to platter a series of most popular tunes.

The winner of the Prix De Rome in Musical Composition, annual award of the American Academy in Rome, will be announced April 8 in the Eastman School of Music broadcast, 3:15 p.m. over the NBC-Blue. The prize composition for orchestra

At The Rainbow Room GLEN GRAY

and the

Casa Loma Orchestra

Management Rockwell-O'Keefe, Inc.
Radio City, N. Y. and Hollywood

★ Coast-to-Coast ★

RAY DADY, news commentator at KWK, St. Louis, is bragging about his luck. He recently won the assignment to interview Gypsy Rose Lee and other "Ziegfeld Follies" stars backstage at the American Theater.

Dr. John R. Brinkley, station operator of Del Rio, Tex., visited San Antonio with his wife and daughter, making trip in his own plane.

Charles F. Quentin, technical supervisor for WMT, Cedar Rapids-Waterloo, made a week-end trip to Milwaukee to look at the engineering facilities of stations in that area.

Spencer Allen, senior announcer and "Man on the Street" at WTMV, East St. Louis, is now doing a series of spell-downs as part of his streetcasts.

Gracie Barrie, songstress, and **Dick Stabile**, who is playing at the Wm. Penn, Pittsburgh, are reported near the altar. Miss Barrie and her mother were Easter visitors in the smoky city.

Darrell V. Martin, Pittsburgh Post-Gazette radio editor, has gone commercial with a thrice weekly spot sponsored by Brent Cleaners.

Mr. and Mrs. James A. West (father is staff singer and hillbilly on WMBH, Joplin) are the parents of a boy.

Ivan Black, assistant director of information in the Radio Workshop, will represent the WPA radio division at tomorrow's Eastern Public Speaking Conference in the Hotel New Yorker, 11:15 p.m.

Everette Goins, nimble-fingered guitarist, is the latest addition to the

and voice, will be played under the direction of **Dr. Howard Hanson**, director of the Eastman School, who will also interview the recipient of the prize during the broadcast.

Duke Ellington and **Ethel Waters** were heard on Martin Block's "Make Believe Ballroom" yesterday in accordance with his recently resumed custom of having guest orchestras.

Aurandt to Manage KFBI

Paul Aurandt, announcer and script writer at KVOO, Tulsa, assumes charge of the Salina studio of KFBI, Abilene, Kas., on April 1. Aurandt has been with KVOO for more than two years and during that time has written a number of script shows, including a weekly dramatized half-hour show, entitled "Headlines of the Past." He has also presented a twice weekly Hollywood news report. In his new position, he will be manager of the Salina studios, and will aid in production for both studios, Salina and Abilene.

talent staff of WSJS, Winston-Salem, N. C. Back from a band and road show swing, **Everette** is currently featured on the weekly sustainer, "Songs by Southern", as accompanist with **Elsie Tuttle** for the blues songs of **Inez Southern**. Also has a solo spot on the program.

L. W. "Watt" Stinson, chief engineer of KVOO, Tulsa, has spent a large portion of his time away from his transmitter during recent weeks. He has been summoned as a consulting engineer for KVOA, at Siloam Springs, Ark.

Every Monday through Friday, "Pappy, Slim and Curley" come out of the hills to entertain listeners of WFMD, Frederick, Md. They are sponsored by Uncle Bob's Texas Crystals and mail response is big.

Fred Hirsch, WTMV (East St. Louis) script writer, is appearing with the St. Louis Little Theater's production of "Celestial Holiday".

"Brother Ben", ex-wrestler and Evangelist, is now airing his talks and revival choir on WTMV, East St. Louis.

Jefferson Day Dinner of National Democratic Club will be aired over WOR at 10-11 p.m. April 10.

WCAE, Pittsburgh, briefs: **Ed Sprague's** new night commercial sports program starts Monday.... "Gif" Bixbee of engineering staff is writing short stories.... **Jim Schultz** has installed a dial system enabling studio execs to take their choice of six programs.... **Jimmy Murray's** "Future All-Americans Club" is a commercial possibility.

Additions at KVOO

Tulsa-KVOO has five recent additions to its staff. Three are in the continuity department, including **Fannie May Hart**, formerly of a Wichita department store; **Bob Jones**, a department store ad writer, who is also writing a half-hour weekly series entitled "Headlines of the Past", and **Harry Coleman**, formerly with several archeological expeditions.

Toby Nevius, actor and writer, who is handling a 45-minute morning show, and **Leslie Brooks**, publicity man, are the other new members.

Expo Honors Kostelanetz

The Greater Texas and Pan-American Exposition, opening in Dallas, Tex., June 12, has appointed **Andre Kostelanetz** honorary musical director of the affair. Official award will be presented leader on the Chesterfield broadcast April 7 over the CBS net, 9-9:30 p.m.

★ F. C. C. ★ ACTIVITIES

APPLICATIONS RECEIVED

WJNO, West Palm Beach. Auth. to transfer control of corp. to Jay O'Brien.
Sam Klaver & Nathan Belzer, Omaha, CP for new station. 1420 kc., 100 watts, unlimited.

NBC, Chicago. CP for new relay station. 31100, 34600, 37600, 40600 kc., 50 watts, and lic. to cover same.

WROK, Rockford, Ill. Auth. to transfer control of corp. to Rockford Consolidated Newspapers, Inc. 10 shares common stock.

HEARINGS SCHEDULED

May 13: **Dallas Broadcasting Co.**, Dallas. CP for new station. 1500 kc., 100 watts, daytime.

Loyal K. King, Pasadena. CP for new station. 1480 kc., 250 watts, daytime.

May 14: **Louisville Broadcasting Co.**, Louisville. CP for new station. 1210 kc., 250 watts, daytime.

Louisville Times Co., Louisville. CP for new station. 1210 kc., 100 watts, unlimited.

May 17: **Utica Observer Dispatch, Inc.**, Utica, N. Y. CP for new station. 950 kc., 1 Kw., daytime.

Frazier Reams, Mansfield, Ohio. CP for new station. 1370 kc., 100 watts, daytime.

June 4: **KLO**, Ogden, Utah. CP for increase in power. 1400 kc., 1 Kw., 5 Kw. L.S. unlimited.

Press-Union Publishing Co., Atlantic City. CP for new station. 1200 kc., 100 watts, 250 watts L.S., unlimited.

G. W. Taylor Co., Inc., Williamson, W. Va. CP for new station. 1370 kc., 100 watts, daytime.

R. W. Page Corp., Phenix City, Ala. CP for new station. 1240 kc., 250 watts, unlimited.

George Higgins Appointed

Minneapolis—**George Higgins**, director of sports activities of WTCN, Minneapolis Tribune and St. Paul Dispatch-Pioneer Press station, has been appointed as one of 12 officials for 1938 Big-10 basketball games. His selection follows a decision at the meeting of conference coaches in Chicago last December to designate as officials for the 1938 season the 12 officials who were rated highest at the close of the 1937 season.

Higgins, well-known throughout the Northwest for his sports broadcasts over WTCN, left recently for the training camp of Gabby Street's St. Paul team in Marshall, Tex., from where he will make a tour of other camps throughout the country preparatory to opening the baseball season for 1937. WTCN will broadcast all St. Paul American Association baseball games, with Higgins at the mike.

"Lives of Saints" for WLW

"Lives of the Saints", a Sunday 6 p.m. feature over WMCA, will be fed to WLW starting April 18, going to the Cincinnati station a half hour earlier.

At the Rainbow Grill Emery Deutsch

and His Orchestra

Unusual, Romantic Music

CBS Artist Bureau

Management Rockwell-O'Keefe, Inc.
Radio City, New York and Hollywood

STATE-OWNED STATION IS PROPOSED IN JERSEY

(Continued from Page 1)

number of educational groups, including the State Teachers' Assn. In the proposal submitted to the governor the cost of installation of such a station is estimated at \$150,000, and yearly operating costs at \$25,000.

Copyright Amendment Goes to Patents Comm.

Washington Bureau of THE RADIO DAILY

Washington — Bill introduced this week by Senator Morris Sheppard of Texas, proposing amendments to the copyright law making it necessary for authors, composers and publishers to identify the use they make of material in the public domain and leave the question of damages to the courts, has been referred to the Senate Patents Committee.

Measure has a provision to pay to copyright proprietor, in case of infringement by broadcasters, such damages as the court decides, provided responsibility and liability for use of copyrighted material in broadcasting on two or more stations simultaneously shall rest solely with station originating the performance.

Regarding liability of radio recording firms, liability would rest with the disk maker and agents. Sheppard said he did not expect to cooperate with the Duffy copyright bill.

All-Italian Program Goes on 11 Stations

La Rosa Grade "A" Macaroni, sponsoring an all-Italian daily program on WOV, WRAX and three New England stations, will expand Sunday and take in the entire New York State Broadcasting System network of six stations, making 11 stations carrying the program, which will continue to originate from WOV. Talent includes the Italian "Teatro D'Arte" Dramatic company with Gu Giuseppe Sterni, Amelia Sanandras, and Paul Donos.

Norman Pierce to Chicago

Norman Pierce, the commercial voice on WMCA's "Three Little Funsters" program for the past seven years, has moved to Chicago to appear on the Lipton's Tea program over WMAQ.

WEEI Salute 6:45 P.M.

Boston—The dedication ceremonies of WEEI will be aired from 6:45-7:30 p.m., and the open house at WEEI's transmitter will be held from 5-8 p.m. Through a misunderstanding, the time was previously given as 3-5 p.m.

W. B. Lewis Laid Up

W. B. Lewis, CBS vice-president and director of broadcasts, has been confined to his home the past two days by a slight illness.

★ EQUIPMENT ★

Station Improvements

Kansas City — With WDAF's new 420-foot vertical radiator nearing completion on the 52 acre tract in adjoining Johnson county, Kas., work has been started on the power house. The basement is in and contractors are beginning on the brick work. It will be almost three months before WDAF will be completely installed in the new transmitting station, at which time, remodeling and enlarging of the present studios in the Kansas City Star building will be started.

Omaha — John M. Henry, general manager of Central States Broadcasting Co., expects KOIL's new transmitter station to be completed within 90 days. The transmitter building, tower and ground system will cover 18 acres of rich Iowa farm land just three miles east of the South Omaha bridge toll house. The building will house KOIL's new 5,000-watt high fidelity RCA transmitter. The 300-foot antenna tower will be self-supporting with no guy wires. KOIL's studios remain in Omaha although the transmitter is in Iowa.

Wichita, Kas.—KANS has bought a new RCA field strength measuring set in order to supply quantitative coverage data.

Seattle—Newly inaugurated equipment at KIRO includes a 1000-watt Western Electric high fidelity transmitter of latest design, a new 189-foot Blaw-Knox vertical radiator tower, and other improvements.

Buffalo—WEBR has asked FCC permission to build a new transmitter and vertical antenna.

Texarkana, Tex.—Construction permit to make changes in transmitting equipment and increase power has been requested by KCMC.

Chicago — WGES, which recently applied to the FCC for permit to change equipment and move its transmitter, has amended its application to include a vertical antenna.

Albuquerque, N. M. — Equipment changes, move of transmitter and change in power are contemplated by KGGM.

Wilkes-Barre, Pa.—WBRE has applied for FCC permit to move its transmitter and install vertical antenna.

Gadsden, Ala.—Authority to install automatic frequency control has been asked by WJBY.

Des Moines—KRNT has asked the FCC for a license to cover construction permit for new equipment, directional antenna and increase in power.

Brush Moves to Own Building

Brush Development Co., Cleveland, yesterday moved to its own building at 3311 Perkins Avenue. The growth of this Cleveland company which has made its name and products known throughout the world, has more than kept pace with the growth of the electronic industry. It has enlarged its facilities from 1,000 square feet in

1932 to its present four story building, and increased the number of its employees accordingly.

New Du Mont Cathode Ray Tube

A two inch Cathode Ray Tube type 24-XH has recently been developed by Allen B. Du Mont Laboratories, Inc., Upper Montclair, N. J.

This tube is of the high vacuum type with four electrostatic deflection plates, two common, mounted in a glass envelope having a full two inch fluorescent screen. It is 7½ inch overall in length and a large octal base making this tube interchangeable with the 913. From 300 to 600 volts may be used on the second anode. The 24-XH is a practical tube for all routine operations where economy and compactness is essential without sacrificing screen area.

Burgess Electric Headlight

Burgess Battery Co. of Freeport, Ill., has put out a new electric headlight, designated as No. 109, designed to be of special use to trouble shooters. The light fastens by a strap around the head, hat or cap. It is focusing so that any type of beam may be thrown, and is adjustable so that the beam may be pointed in any direction by the user. The device has safety features, and there also is a clip on one side which permits fastening on a belt.

Radio Service Encyclopedia

Newest book prepared especially for radio servicemen is Mallory's Encyclopedia, published by P. R. Mallory & Co., Inc., Indianapolis. This volume gives complete service data on more than 12,000 receiver models—given in 99 pages of tables. In one listing it gives volume control, tone control, filter condensers, vibrator, and transformer data, together with reference to circuits employed. I. F. peaks are given for the superhets.

Latter half of book is devoted to easily understood technical descriptions of circuits, measuring and testing devices, antennas, auto radio interference, alignment, AFC, proper replacement of various parts.

Nineteen pages are devoted to tube data. Decibel tables, resistance and reactance charts, transformer design data are also included.

Install Sound Proof Doors

In connection with the plant enlargement of the NBC studios in Merchandise Mart, Chicago, 27 of the Evanston Sound Proof Doors put out by Irving Hamlin, Evanston, Ill., were installed. The WBBM studios, Wrigley Building, Chicago, also has installed 23 of these doors in the past year.

Hamlin invented a special type of Modified Door for use principally in broadcasting studios.

WMT EARLY A.M. SHOW SELL-OUT IN TWO WEEKS

WMT, Cedar Rapids-Waterloo, member of the Iowa web, recently introduced to the Iowa airwaves an early morning program which in two weeks after the starting date was sold solid across the board Monday through Saturday, with a waiting list for sponsors which will carry the program on throughout the current year. Program is known as "The Musical Clock" and first hit the air when Iowa roads were knee deep with snow and traffic was at a standstill.

Doug Grant, program director for WMT, first conceived the idea of giving out weather, temperature and road reports from various points in the coverage territory of the station, instead of limiting this information to people living in Cedar Rapids.

Benne Alter, WMT announcer, acts as "timekeeper" on the program and carries the show through a full hour every morning except Sunday. Telegrams from twelve cities in Iowa keep him well posted as to the condition of roads, etc. Alter has designed the program in a scientific manner in order to bring to the ear of the listener a pleasing selection of numbers without needless repetition of musical types. No piece is heard on the program more than once in every two weeks unless it is a different arrangement played by another of the countries outstanding orchestras.

Show is broken up in 15-minute pieces and sold to sponsors. On a recent check of mail the program pulled better than 2,000 letters on six announcements offering a \$39 prize. Time signals are given on the program each five minutes throughout the broadcast, which has already shown itself to be one of WMT's most popular programs and one of the best early morning shows in the middle-west.

"Tiny" Ruffner Heads R. & R. Coast Radio Dep't

(Continued from Page 1)

ties. Ruffner immediately becomes producer of the Al Jolson Rinso program on CBS, replacing Cecil Underwood, who resigns from the agency today.

Barnyard Library

Tulsa—The engineers and production men of KVOO have just completed a "Barnyard transcription library."

During a recent poultry and stock show held in Tulsa, engineers and production men moved the portable transcription equipment to the show. Several days were spent in obtaining transcription sound effects of cows, chickens, hogs, and horses.



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 39

NEW YORK, MONDAY, APRIL 5, 1937

FIVE CENTS

Lift Music Restrictions

DE ANGELO RESIGNS AGENCY RADIO POST

Carlo De Angelo, for the past six months radio director for Lennen & Mitchell Inc., has resigned. Mann Holliner will fill in for the time being at least and work on production of the Woodbury "Rippling Rhythm" Sunday night show and the "Follow the Moon" afternoon script program.

De Angelo's resignation is attributed to the fact that he understood that he was to have free hand in running radio department, when he joined late last summer. This, it is said, failed to develop to De Angelo's satisfaction. He was formerly with N. W. Ayer & Son Inc., and more recently with The Blackman Co. Has a background of long stage and Hollywood experience.

Chicago Cubs Sponsor WBBM "Dugout" Series

Chicago—"Dugout Dope," ten-minute interviews preceding each baseball game at Wrigley field this season, will be sponsored over WBBM by the Cubs, Chicago National League team, it is announced by H. Leslie Atlass, CBS vice-president. George Sutherland will handle the interviews.

Home games of the Cubs and Sox will be sponsored alternately by General Mills and Vacuum Oil.

Free-Tread Readying NBC Disk Campaign

Free-Tread shoes through Hughes, Wolff & Co., Rochester, N. Y., is placing a series of 15 five-minute RCA-Victor transcriptions on an unannounced list of stations. NBC transcription department produced the disks.

Newscaster School

Columbia, Mo.—KFRU in cooperation with University of Missouri School of Journalism is giving students of the school a chance to qualify as newscasters. Five different students daily present a news program, which they prepare themselves, over KFRU. Lads get training, station gets variety of voices and news styles.

WWJ Finds 'Em

Detroit—Bill Mishler's "Missing Persons Bureau," daily except Sunday sponsored feature on WWJ, Detroit News station, has located 175 missing persons in a year.

Queries have come from 40 states and lost ones have been found in 12.

MORE CBS PROGRAMS FROM SAN FRANCISCO

West Coast Bureau of THE RADIO DAILY

Los Angeles—Preparatory to more CBS shows originating from San Francisco, work is to start immediately on what will virtually amount to a two story building to house the new CBS-KFSO San Francisco studios, atop the Palace Hotel, over the ballroom, it is announced by Donald W. Thornburgh, CBS vice-pres. on Coast. Both the new studio and new transmitter are to be ready for service within four months.

Studios and offices will use space over the ballroom, which is a one-story part of the otherwise 14-story building. There will be two large studios, two mediums and one small.

(Continued on Page 3)

INS Free Trial Period Up

International News Service today completes the two-week free trial period of its short wave news broadcasts and will continue on with the service, according to Walter E. Moss, INS sales manager. Moss said several stations had been signed for the service.

In the new Lucky Strike-Edwin C. Hill series that begins today on CBS, Mondays through Fridays, 12:15-12:30 p.m., INS news reports will be used exclusively.

★ THE WEEK IN RADIO ★

... CBS Resumes Tele Activity

By M. H. SHAPIRO

AFTER a lapse of several years of actual experimentation, CBS began preparations on a huge scale, to take an active part in the television picture. Although FCC permission is awaited officially, it is not expected that there will be any hitch in this direction. Acquisition of the Chrysler building tower appears to be a fortunate move... by the time the World's Fair arrives across the river, tele will most likely have

Publishers Loosen Up on Film Songs Used in Sustaining Programs, Obviating Title Mention

PACIFIC NORTHWEST IN CO-OP CAMPAIGN

Portland, Ore. — Radio will figure importantly in an advertising drive undertaken by MacWilkins & Cole agency here for the Columbia Empire Industries, Inc. The co-operative campaign is to stimulate consumer interest in thousands of products grown or manufactured in the Northwest.

New Studios of KFRU Being Dedicated April 10

Columbia, Mo. — Dedication of KFRU's new studios, speech input system, transmitter and offices has been set for April 10, with a special four-hour program being arranged by George Guyan and Clair Callihan, KFRU production executives. Talks by Governor Stark, Mayor Pollard and other notables will be part of the ceremonies.

Morning Hours Pull In the Milwaukee Area

Milwaukee—Republic Steel, on a 6:45 a.m. program offering a saucepan as premium, pulled 700 to 800 letters a month via WTMJ, the Milwaukee Journal station states. Olson Rug Co., at 7:15 a.m., got 200 letters a week requesting catalogs.

Decision of Local 802 of the American Federation of Musicians to put into effect the resolution passed over a year ago banning mention of film sources of hit tunes on sustains unless the musicians are paid as though playing a commercial broadcast, has resulted in several of the leading publishers controlling film music lifting the restrictions for sustaining shows.

Anti-movie plug movement got under way in Chicago, where James Petrillo, local union head, did away

(Continued on Page 6)

Proposed Maine Bill Would Aid Reception

Augusta, Me.—A movement is on foot to secure suspension of the rules in both branches of the Legislature to permit introduction of a bill intended to help radio reception in all parts of the state. If the rules cannot be suspended, the measure is to be introduced at next session

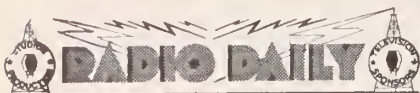
Short Wave Plan Seen At International Meet

Brussels—Belief that plan for systematically distributing short wave lengths over the whole world will be worked out at next year's annual convention of the Union Internationale de Radiodiffusion was expressed by Raymond Brailard, director of the International Control Station here, following his return from the convention in Berlin, where 94 delegates from 23 European countries took part.

First 10 Years

Los Angeles — NBC's Western Division celebrates its tenth anniversary today, looking back over its growth from a small network of western stations to what now amounts to a broadcasting empire with two networks stretching from KGU, Honolulu, to KOHL and KGIR, Montana. Don Gilman, coast chief, has been at the helm for almost the entire decade.

(Continued on Page 2)



Vol. 1, No. 39 Mon., Apr. 5, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, 10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk and Verne Bailey, 6425 Hollywood Blvd. Phone Granite 6607. Copyright, 1937, by Radio Daily Corp. All rights reserved.

FINANCIAL

(Saturday, April 3)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	171 1/2	171	171 1/2	+ 1 1/4
Crosley Radio	23 3/8	23 3/8	23 3/8	— 1/8
Gen. Electric	56 3/4	56 3/8	56 5/8	— 1/8
North American	26 1/4	25 3/4	25 7/8	+ 1/8
RCA Common	11	10 3/4	10 7/8	— 1/8
RCA First Pfd.	74 3/4	74 3/4	74 3/4	— 1/8
Stewart Warner	18 5/8	18 1/8	18 5/8	— 1/8
Zenith Radio	34	34	34	— 1/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.	16 3/4	16 3/4	16 3/4	— 1/8
Majestic	4 3/8	4 3/8	4 3/8	— 1/8
Nat. Union Radio	3	3	3	— 1/8

Renew Beatrice Lillie

Beatrice Lillie, the featured star of the Sterling Products "Broadway Merry-Go-Round" (Dr. Lyons Tooth Powder) program on the NBC-Blue, Wednesdays, 8-8:30 p.m., has been signed for another 13 week run, effective May 5. Air Features Inc. produces the show.

New Series for Rodheaver

Homer Rodheaver, last heard on the air over the CBS network, will begin a new series of sustaining broadcasts over the New York State Broadcasting System on April 7. Program to be aired Monday, Wednesday and Friday, 6:30-6:45 p.m., will be called "The Hymn Singer." Show will be broadcast over WINS, WABY, WIBX, WMBO, WSAY and WBNY.

1	9	3	7
2	4	5	6
10	11	12	13
14	15	16	17
18	19	20	21
22	23	24	25
26	27	28	29
30			

April 5
Greetings from Radio Daily
to
William McGrath
Marjorie Whitney

★ THE WEEK IN RADIO ★

... CBS Resumes Tele Activity

(Continued from Page 1)

stars of the silent era will be heard on a new series scheduled by Mutual sometime this month . . . also one other Coast show of the community sing and comedy type . . . both originating in Don Lee studios . . . Anti-Ascap legislation continues to make itself felt, the annual ASCAP meet resulting in part in a symposium that blamed radio for such troubles. . . .

Great Atlantic & Pacific Tea Co. ran afoul of CBS rules against propaganda and talks of controversial nature. A. & P. suddenly scheduled two talks against the chain store legislation proposed in Pennsylvania, and when WCAU and other CBS outlets said they couldn't inject the two long talks, A. & P. plus other chain store outlets took several full page ads in big Pennsy cities reproducing the talks in question and rapping radio for keeping them off the network . . . Dr. Leon Levy of WCAU offered time to both opponents and proponents free, but not on the commercial show. . . .

Women's National Radio Committee made their annual award at a luncheon Wednesday at the St. Regis . . . while some sources admit the WNRC does some good . . . considerable fault could also be found with

some of their findings . . . and perhaps methods . . . Anyhow, CBS seemed to come out on top.

CBS launched its fourth study of listening areas by a free offer, keying each other in order to analyze the particular announcement that resulted in the listener taking pen in hand . . . WLW wire Eastward with sustaining programs etc., seemed to be still held in abeyance, although today was stated as being the day they are to start . . . Department of Commerce figures revealed that in 1935, radio got 15.6 per cent of all advertising . . . Findings of the Joint Committee on Radio Research headed by Paul F. Peter, will probably be reported around June 1 . . . FCC was optimistic over the Havana confab of the Inter-American Radio Conference. . . .

Jack Howard, elected president of Continental Radio, Scripps-Howard subsidiary, and M. H. Aylesworth, former NBC and RCA official, became a member of the board . . . February radio exports increased \$545,000 over same period a year ago . . . NBC added three more outlets . . . 124 total . . . State of New Jersey considering state owned station.

Herschell Hart Resumes

Detroit — "Gossip of the Stars," Herschell Hart's chatter about radio people, has resumed on WWJ for its usual summertime sponsor, Star Carpet Cleaning Co., with Hoagy Carmichael's "Star Dust" as the appropriate theme. Hart, radio editor of the Detroit News, and writer of the daily and Sunday column, "Air Gossip," knows most of the stars personally, since he often visits New York and Chicago radio lanes, and thus is able to keep his "gossip" packed with more or less inside stuff.

Paul White Married

Paul White, director of public affairs for CBS, was married last week to Mrs. Sue Taylor Hammond in Clarendon, W. Va. Couple sail April 14 on the Georgic for London. White will supervise CBS coverage of the coronation while in England.

"Harlem Court" Auditioning

West Coast Bureau of THE RADIO DAILY
Los Angeles — "Harlem Night Court," new air show now rehearsing at NBC with Clarence Muse and the Hall Johnson Choir featured, is being auditioned early this week for national sponsorship. James Cook of the Murray Ellman-Jack A. Steinberg agency is representing the program.

Gilman Aims Press 'View

San Francisco—Press interview being held today by Don E. Gilman, NBC vice-pres., on tenth anniversary of NBC's western division, will be aired via NBC-Blue at 1 p.m. PST.

Seven New Commercials Are Signed by WMCA

WMCA sales department set seven new commercials last week, as follows:

Alexander's Department Store, "Quizdom Court," half-hour, 12 weeks.

Michael Brothers, "Gerald Griffen's Hour," 13 weeks.

Madison Personal Loan, 49 spots a week, 52 weeks. Alsop Radio Recording Inc. set deal.

Western Growers Protective Ass'n (lettuce), 12 spots daily ending April 7. J. Walter Thompson Co. agency.

Emmerson Drug Co. (Bromo-Seltzer), 300 spots over a period of one year. J. Walter Thompson agency.

Vick Chemical Co. (Vapo-rub and Vatronol), daily 100 word spots to run until April 8. Morse International Inc. agency.

Procter & Gamble (Camay soap), beginning April 27, three days, 20 spots. Pedlar & Ryan Inc. agency.

Selena Royle for "Rhythm"

Selena Royle, stage star, has joined NBC's Sunday night "Rippling Rhythm Revue," with Frank Parker and Shep Fields.

LEO SAYS:
WHN
Your favorite columnist may be first in blessed events—but WHN is first in sporting events!
WHN DIAL 1010
M-G-M • LOEW'S

COMING and GOING

E. C. MILLS, general manager of ASCAP, is back from trip to Minneapolis.

JACK LAVIN, manager of Paul Whiteman, is in Chicago preparing for Paul's opening at Drake Hotel.

BURT McMURTRIE has gone to Hollywood, joining the Canovas on production for Woodbury show.

DR. W. E. WEISS, chairman of the board of Sterling Products, and MRS. WEISS, sailed aboard the Conte di Savoia on Saturday for Naples.

ATHERTON W. HOBLER of Benton & Bowles left Friday for Hollywood.

CHARLES H. MORSE, president of Fairbanks-Morse Co., also sailed on the Savoia.

FULTON DENT, radio director of Frank Cresbrey Co., is in Chicago for a week's visit.

CHARLES M. KAPLAN, member of WIP sales staff, returned last week from a 9,000 mile vacation trip which took him through California and Mexico being away three months.

VICTOR DALTON, owner of KMTR, Hollywood, is stopping at the Essex House in New York. Will leave for home today.

MLLE. NADIA BOULANGER, head of the Department of Composition of the Fontainebleau School of Music and of the Ecole Normale, arrives today aboard the Queen Mary. While here, she will conduct a series of broadcast, via NBC on "Masters and Masterpieces of French Music."

H. R. GROSS, chief of WHO's news department, left Omaha on Saturday for a week or ten days in New York, Washington on business for the Central Broadcasting Co.

HENRY HEYWARD of Wilson, Powell & Heyward has gone south for a Florida vacation.

Reception to McCosker

A reception in honor of Alfred J. McCosker, chairman of Mutual system, will follow Thursday night's initial broadcast of the National Music League's "Music and You" series over WOR-Mutual. Ernest Hutcheson will be guest artist.

PHENOMENAL!

This Universal Demand
for
THE SUNDAY PLAYERS



52 half-hour Bible Dramas recorded and ready . . . an audition plan that rarely fails . . . two complete programs with complete data \$5.00 C.O.D.

MERTENS AND PRICE, Inc.
1240 South Main Street
Los Angeles, California

MORE CBS PROGRAMS FROM SAN FRANCISCO

(Continued from Page 1)

with no provision for audiences beyond small groups in sponsor booths.

Transmitter is to be single tower type, 350 feet high, and almost an exact duplicate of the new one in Boston. It will be on the San Francisco side, about two miles South of the bridge ramp, on a projection that will give it 200 degrees of salt water.

WROL Biz Up 38.2% During First Quarter

Knoxville, Tenn. — Business of WROL for the first quarter of this year shows an increase of 38.2 per cent over the same period of 1936, the station announces.

Jack Barry Joining WJSV

Philadelphia — Jack Barry resigns from the announcing staff at WIP effective next Saturday to join the Special Events staff of CBS at WJSV, Washington, D. C.

New WMCA Variety Show

"Merchants in Melody," variety show with Ruth Howard, daughter of Tom Howard, and Roy Campbell's Beau Brummels makes its bow over WMCA at 9:30-9:45 p.m. tomorrow.

NEW PROGRAMS—IDEAS

WWJ Health Service Series

WWJ — The Detroit News station, feeling that it has a definite civic duty as an educational force and a moulder of public opinion, is taking a vigorous part in the campaign to stamp out tuberculosis in Detroit. Purposing to make the public aware of conditions which foster tuberculosis, of the need for early treatment, and of the newest methods of science in combatting all diseases, WWJ is producing a series of Wednesday night dramas, entitled "Death Fighters," based on the writings of Paul De Kruif, who personally assisted WWJ's Mel Wissman in the script. These plays, acted by the Detroit News Players under the direction of Wynn Wright, are produced in co-operation with the Detroit Board of Health, and the Wayne County Medical Association. Since the series began requests for script material and production plans have been made on WWJ by a number of large cities.

Sleeping Habits

Sally Woodward, well-known woman commentator for WWJ—The Detroit News, has started a program dealing with the sleeping habits of most of the peoples of the world. Her little talks, sponsored by Progress Bedding Co., are proving that Mor-

pheus has kept pace with the times, maybe a little ahead of them.

Utility Company Series

Columbia, Mo. — Missouri Light & Power Co. is sponsoring six 15-minute dramatic programs a week on KFRU. The programs begin with the origin of light and heat during the cave man era tracing the development of artificial light to the present day. Dave Fredericks, special feature writer of KFRU, is in charge of writing and producing the program.

Catch-as-Catch-Can Quiz

Columbia, Mo.—Clancy Fish, one of KFRU transmitter's engineers, Wallace Mosier, script and continuity writer and George Guyan, program director, got their heads together one day and out of the huddle "Catch-As-Catch-Can" was born. The idea behind this novel program was to provide an interesting as well as educational feature for the listeners. Three members of the staff of KFRU, and a Mystery Man, participate on the program by attempting to catch the others with tricky questions which are suggested by the listeners.

The questions range from A to Z, such as "What is the area of the United States in square miles?" and

18 HALF-HOURS WEEKLY FOR ZEKE MANNERS' GANG

Zeke Manners and his Gang, now doing 12 half-hour broadcasts weekly via WMCA sponsored by Consolidated Drugs, start a new series today via WNEW in addition to their 12 WMCA shows. This brings the total up to 18 half-hours weekly, a new high in half-hour shows sponsored by one product with one definite act. Manners' airings on WMCA are 10-10:30 a.m. and 2:30-3 p.m. WNEW will also feature them six days per week, 10-10:30 p.m.

Pilot Award to Chesterfield

Pilot Radio Weekly award of merit for the outstanding broadcast of the past week has been awarded to the Chesterfield program starring Andre Kostelanetz and Nino Martini.

"What animal can see just as well from behind as he can in front?"—the answer to the latter being a "blind horse." The part played by the mystery man is to act as time-keeper and to decide which of the participants answered the question the most correctly. The mystery man remains absolutely silent on the program except for an occasional ringing of the gong to stop the hilarity, and keeps the program running smoothly by gestures.

Inaugurating for Grapenuts

A New Series of Broadcasts
April 12. NBC-Red Network
Mondays—8-8:30 P. M. E.S.T.
6:30-7 P. M. P.S.T.

GEORGE BURNS
and
GRACIE ALLEN

Direction Lester Hammel
William Morris Agency

Young & Rubicam Agency

THEY ALL GET

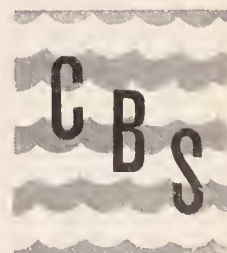


ACROSS

Suppose the *Normandie* (center) were the only boat in this group to carry passengers to Europe. That would be dandy for the French Line. But pretty rough on the other four liners — and on most of the thousands who want to go to Europe every week in the year.

As a matter of fact, none of these boats crosses and recrosses the Atlantic just for fun. Each has its following; each has its *individual* advantages. And each fulfills the purpose for which it was launched. Each carries its passengers to Europe.

Suppose people could listen to the radio for *only* a single hour each day. Or *only* on alternate Tuesdays. How nice for some programs! But not so good for the public. Actually, there are no "magic" hours — or days — in radio. People listen all day long; people respond to radio at every hour of the broadcasting day. The 16 hours-a-day of Columbia programs — and the Columbia sponsors who buy time *throughout the day* — are proof conclusive that there is (luckily) more than one way, and more than one time, to "get across" on the air!



THE COLUMBIA BROADCASTING SYSTEM



PLANs for the new CBS Coast studios have been placed with Los Angeles Building Commission for approval, and William Simpson Co., contractor, started takings bids for sub contracting. Studios to be completed by December. Street floor front will be let to a bank, advertising agencies and other tenants, with studios and offices entered from a patio off the street.

Mertens & Price announce sale of 52 Sunday Players disks to KLO, Ogden.

Orange network will do an exclusive broadcast from Governor Merriam Tuesday on "The State of the State," originating in Sacramento.

Irma Phillips, author of Chicago's Today's Children; Carl Wester, Chicago sales staff, and Emmons Carlson, production department, are vacationing from NBC's Chicago offices.

Associated Cinema has started a Special Events department to service sound truck, P.A. systems and radio installation for theater premieres and civic meetings. Also has taken option on adjacent property which, if exercised, will see an addition that will double present floor space.

Roi Tan cigars "Man to Man," local on KNX, starts this week as a CBS Coast net Monday evening program. Gary Breckner and Clary Settell, "the Old Observer," do it.

NBC Artist Bureau has farmed Walter Cassell, baritone, for four guest appearances on Chevrolet's Rubinoff program when it starts airing from the Coast, over CBS.

Tommy Harris and his Moonglow Melodies (Moonglow Nail Polish, Aubrey, Moore & Wallace agency) renewed for 13 weeks.

E. C. Uhlhorn, formerly with Frank Wright & Associates, agency, San Francisco, has switched to the selling end, joined sales staff of KEHE and Orange net.

Guaranty Union Life Insurance Co. will sponsor a daily 15-minute news period on KMPC, to run four weeks. Stodel Advertising Co. is agency.

Pat O'Toole Joining CBS

F. Patrick (Pat) O'Toole, contact and promotion man for United Air lines, is resigning to join CBS publicity department on April 12. He will be an idea and personal contact man on the press staff, under Don Higgins.

14 NBC Eclipse Broadcasts

NBC will present a series of 14 broadcasts from the National Geographic Society-U. S. Navy total eclipse expedition, April 10 to June 8.

Schlepperman Auditioning

Sam (Schlepperman) Hearn is in town auditioning a show called "Schlepperman Enterprises" for Jello.



● ● ● Willie and Eugene Howard are off Manhattan Merry-Go-Round before they even started! Bert Lahr gets the spot permanently Sunday!... Don't be surprised to learn that the NBC-Ford show which switches to Saturday night will be heard via CBS instead... Seems they can't get a clear channel across the country... The deal for Kool-Raleigh ciggies to send Tommy Dorsey-Jack Pearl, et al, to Louisville for the derby is off... Jack Pearl, Cliff Hall and Paul Stewart, however, may be the only ones to go, provided plane accommodations are made... Morton Bowe has an optional contract during the summer series... Tommy remains at the Commodore until May 1, but has already signed contracts opening Sept. 30... Paul Tremaine (with the greatest instrumental band of his career) follows Jack Denny into the Merry-Go-Round. Jack opens there Friday... Lennie Hayton opens at the New Yorker Thursday... Alan Kent will be the announcer on the balance of the Gladys Swarthout series... Zeppo Marx had three advertising execs view Joe Besser in Philly last week as a possible bet for the air—and he clicked big with them... Sam Carlton is off the Mickey Alpert-Brewster Morgan-CBS show... Ted Lewis' sensational performance on Kate Smith's Band Wagon last Thursday may get him the job during Kate's leave this summer.

● ● ● Young & Rubicam auditioned 45 people the other day—voices for commercials... Harry von Zell will remain on his shows until the end of July, when the new talent replaces the present lineup, and then vacation in Hollywood for a month... Martha Mears with Vic Arden's band start a series of 26 weeks of transcriptions today for a lubricating concern... Parks Johnson is mourning the death of his father-in-law, who passed on in Texas on Friday... Aside to the Broadway crowd: Edward J. Fishman is doing great things for Rockwell-O'Keefe on the coast... Jack Bertall joins Lou Irwin.

● ● ● "We're all Pixilated"... Everyone has some mannerism or idiosyncrasy which is so typical of him that many times this peculiarity takes the place of his name... We, for instance, will every now and then clinch the nose with the thumb and index finger, whereas Ralph Wonders does this constantly between the placing of a match to an already lit cigar... Donald Flamm, while talking to a person, will cock his head over to a side... Oscar Shaw will jingle coins as he talks, not intending to be bored or impolite, while Harry Leedy continuously swings his watch chain around his finger, and Bill Burton, having seen distinguished men in the movies clean their pince-nez glasses, does the same... When you're talking to K. K. Hansen on the phone and you hear a thud over the wire, rest assured that K. K. is up to his old tricks of cleaning his desk while talking... Don't know what Joe Glaser's going to do when we'll have television units attached to our phones, because the party on the other end will view the nude women he draws consistently.

● ● ● Tiny Ruffner may easily be recognized by his height, though if you should see him sitting, he's tying his shoe laces and adjusting his garter... Another garter-picker-upper is Jack Whittemore, who will bow down during an important conversation to attend to this task... Ted Collins, when he isn't smiling from ear to ear, will be noticed brushing the tip of his turned-up nose across the back of his hand... Harry Squires is in Lester Lee's class as a lobe-puller... David Ross just brushes his hair with his fingers, whereas Mike Nidorf will use a comb when he isn't biting a pencil.



Gertrude Niesen will appear in person at the Chicago theater for week beginning April 9.

Willard Waterman, NBC actor, has announced his engagement to Mary Anna Theleen of Kenosha.

Laurette Fillbrandt, NBC actress, minus her appendix.

Charles Lyons, announcer, back from Hollywood.

C. L. Menser, NBC Central Division production manager, piloted his own airship to Bloomington, Ind., to address the national convention of Theta Alpha Phi, honorary dramatic fraternity on Friday.

Russell Sturgis, engineer in the control room for Vic and Sade for the last two and a half years, is sporting a 21-jewel watch from Art Van Harvey, Bernadine Flynn, Billy Idelson and Announcer Bob Brown. Sturgis has been transferred to new duties in the network's master control room.

Ford Pearson, NBC announcer, has gained such a considerable nautical rep around these parts that they are calling him "Captain Bligh."

National Barn Dance is aired in Germany on Sundays from 3-4 a.m., a short wave fan writes WLS.

Music Restrictions Lifted by Publishers

(Continued from Page 1)

with all sustaining and remote control broadcasting of any mention of film titles. Pressure on the New York local finally resulted in forcing the issue, or at least notice to that effect going out to networks and all others concerned.

By lifting virtually all of the restrictions from film songs, publishers believe that they have forestalled discontinuance of these songs from the air, especially from the hotel and night club dance floors which originate nearly all of the late evening and night sustaining plugs. NBC has already ordered all restricted numbers taken out of the books of orchestras originating sustaining programs in its studios. Move by the music men, it is believed, will result in these tunes being put back to great extent.

Officially, the ban on the sustainings mentioning movie sources of songs, is scheduled to go into effect today and it is understood that CBS is thinking the matter over. Thomas Belviso, NBC music head, has just returned from an illness of a few weeks and hasn't had much time to look into the matter. Program department (John Royal), however, has already made a conciliatory move in the direction of Local 802 by doing its share on banning restricted tunes from its own studio sustainings. This situation was met by the music men.

AGENCIES

COLONEL CHARLES C. KAHLERT, former publisher and vice-president of Dorrance, Sullivan & Co., has been appointed vice-president of Brooke, Smith, French & Dorrance, Inc. advertising agency. Dorrance, Sullivan & Co. was recently absorbed into the latter agency.

JOHN J. COLE has resigned as advertising director of National Distillers Products Corp., to take effect as soon as a successor is appointed. His future plans will be announced later.

GEORGE MILLER, formerly associated with the Simpers Co., has joined Donovan-Armstrong advertising agency, Philadelphia.

M. H. HACKETT, INC., newly formed advertising agency, has moved into permanent quarters at 9 Rockefeller Center.

C. T. WILLIAMS is now handling the radio department of Fuller & Smith & Ross Inc., succeeding George Podynn who has resigned. Agency handles the American Can-Ben Bernie program on the NBC-Blue network, Tuesdays, 9-9:30 p.m.

PAYNE ADVERTISING AGENCY in San Antonio will soon enlarge its radio division, due to increased business. Jack Mitchell has joined the staff as assistant to Steve Wilhelm, director of the radio division.

Clubs Plan to Use Radio

The Lucky-Feller Inc., a club proposition just organized, with quarters at 135 West 23rd St., plans to use radio nationally to promote the organization.

GUESTING

GEORGE STONE, comedian, in a return date on Al Pearce's "Watch the Fun Go By," tomorrow (CBS, 9 p.m.).

FLORENCE LAKE, film comedienne, and KATHRYN MEISLE, contralto, in addition to VICTOR McLAGLEN, on Kraft Music Hall, April 8 (NBC-Red, 10 p.m.).

ELIZABETH LENNOX, ARTHUR CARRON and MITZI MAYFAIR, on Hammerstein Music Hall, tomorrow (CBS, 8 p.m.).

FRANK BORZAGE, film director, and COURTNEY RILEY COOPER, author, will be interviewed by Cecil B. DeMille on tonight's Lux Theater between acts of "A Farewell to Arms" (CBS, 9 p.m.).

JANE FROMAN and FORD FRICK, on Lanny Ross' "Show Boat," April 8 (NBC-Red, 9 p.m.).

At the Rainbow Grill Emery Deutsch

and His Orchestra
Unusual, Romantic Music
CBS Artist Bureau
Management Rockwell-O'Keefe, Inc.
Radio City, New York and Hollywood



"POLICE CALL"

Sustaining

WNEW, Thursdays, 8:30-8:45 p.m.
PROGRAM WITH A "MESSAGE" FAILS TO REALIZE ITS FULL DRAMATIC POSSIBILITIES.

"Police Call," which is expected to help cure reckless driving, combat criminals and eliminate juvenile delinquency, failed to impress in its first effort, which had Police Chief Peter J. Siccardi of Bergen County, N. J., relate the case of "Joe Brennan," who, because of wanting to play with his 13-month-old boy while driving, caused the death of the child, marred his wife's beauty, and lost a leg in an auto crash. Surprising for a policeman to have a very pleasant job, suitable for the particular job set out to do—that of being interviewed to cite an instance for the show. Chief Siccardi answered the questions put to him by the program's conductor, Justin Gilbert, then a musical interlude, followed by a weak attempt to dramatize the actual sequence referred to. Gilbert, announced as a popular young syndicated columnist and magazine editor, gave a rather sappy performance before a microphone as compared to the sparkling personali-

ty of the Chief. His questions, though apropos, were badly delivered. Program has idea which should be worked on more thoroughly.

HOLLACE SHAW

Sustaining

CBS Network, Mondays and Fridays, 7:30-7:45 p.m.

FEMME VOCALIST WITH DISTINCTIVE STYLE BUT UNDEVELOPED IN MIKE TECHNIQUE.

This newcomer has a voice that combines sophistication with gentility, a style that is individual and a nice feel for rhythm, but in her initial programs she seemed to lack the microphone technique necessary to sell her vocal talents. On Friday's program she sang "There's A Lull In My Life," "White Horse Inn" and a gavotte from a past decade. The numbers gave a good inkling of a style and versatility that can be developed into something.

Smelt Run Special

Milwaukee—WTMJ has sent a mobile short wave unit to the Ford and Escanaba rivers up in Michigan, 250 miles north, to air the annual smelt run. Russ Winnie will describe.

ORCHESTRAS-MUSIC

EDWIN GILBERT and Alex Fogarty, team recently signed by Columbia Artists Inc., have just finished two new numbers, "Irons in The Fire" and "Kept." Songs will be recorded by Marion Chase for Liberty Music Shops. Also set for the disks are Fairchild and Carroll, piano team. Waxing will begin within the next two weeks.

Lee Kelson is the most recent addition to Don Albert's vocalists heard on WHN.

Shep Fields' Rippling Rhythm has been imprisoned in a new piano folio just released by Mills, Inc. Twelve popular numbers have been arranged for the piano in the typical Fields manner.

Bidu Sayao, Met Opera singer, will vocalize on the Pan American broadcast the 14th of April, 10:15-11, over the NBC-Blue Network. It will be short-waved to South America.

Gordie Randall and WGY's house band provided the music for the annual "Widow Fund" ball of the Schenectady Patrolmen's Association.

Jack Mills is publishing the score of the "Hollywood Revels of 1937." Words and music are by Dave Op-

penhein and Henry Tobias, who wrote the entire show. Outstanding ditties are "There's Something 'Bout the Weather," "Say It With Your Eyes," "Midnight in Paris" and "The Pigmy Dance."

Ted Lewis and his musical aggregation to be heard in a special afternoon broadcast today over WHN directly from the stage of Loew's State Theater where they are currently appearing.

Sammy Praeger will be the featured pianist with the Phil Cook "Morning Almanac" series which premieres today via WABC.

Hal Kemp and his orchestra, heard Friday 9-9:30 p.m. over CBS for Chesterfield cigarettes, will appear in the following towns this week: tonight, Richmond; tomorrow, Rocky Mount, N. C.; Wednesday, Greensboro, N. C.; Thursday, Washington. Will return to New York on Friday for broadcast.

At The Rainbow Room

GLEN GRAY

and the

Casa Loma Orchestra

Management Rockwell-O'Keefe, Inc.
Radio City, N. Y. and Hollywood

PROMOTION

KSL-Theater Tieup

KSL, Salt Lake City, with five major theaters of the Intermountain circuit cooperating, presents a 3 p.m. weekday show, "Movietime on the Air," with Bob Edwards, giving breezy Hollywood chatter tied in with the local theater tieup.

Along with the regular theater program, KSL promoted sound trailer to apprise audiences of the feature. Edwards also is used to tie-in on 15-minute transcribed previews on weekly evening spot.

Silver Sendoff Stunt

In connection with the National Silver Co. program which started yesterday morning on WOR the president of the concern, Philip J. Bernstein, sent out wires to radio editors, inviting them to a "radio breakfast" and to welcome Irving Kaufman the "Silver Spoon Entertainer." Enclosed with each wire was a silver-plated teaspoon, which gave the idea a novel twist, apart from a Sunday a.m. invite to the Astor Hotel for breakfast.

Page Ad—Time Table

In a classy full-page newspaper ad announcing the "Coronet-on-the-Air" program which started a weekly NBC-Blue network series Friday night, sponsors did something unusual by listing the contents of the program, together with a time table showing exactly when each specialty was scheduled to go on the air.

Window Displays

Two display windows in the Radio Playhouse of WDOD, Chattanooga, are available to sponsors for the showing of merchandise advertised over the station. Many of the WDOD programs draw standing room crowds to the station's 650-seat playhouse.

Potential Listeners

Promotion brochure put out by WQXR, giving 8,975,340 listeners in the Greater New York and nearby areas, charted this total as the potential audience. Station did not mean to claim it had every one of these listeners, as inadvertently reported.

"BARON MUNCHAUSEN"

JACK PEARL

RALEIGH and
KOOL CIGARETTES

WJZ-10 P. M. E.S.T.—Friday
NBC Network

Dir.: A. & S. LYONS, Inc.

WITH THE ★ WOMEN ★

By ADELE ALLERHAND

BERNICE CLAIRE, who has contracted to lend her voice and charm to five operettas with the St. Louis Open Air Opera Co. this summer, leaves the metropolis June 2 to do "The Great Waltz," "Fortune Teller," "Pink Lady," "Robin Hood" and "Salute to Spring"....Deal was set by producer Richard Berger.... The Roger White office "innuendo-ing" about a new all-gal ork....It seems the Biow Agency may decide on one femme and one male vocalist for Philip Morris program....Still vacillating....Nina Tarasova of the Consolidated Edison series takes her Muscovite warbling to Sweden....She'll be presented to the Crowned Head....Ward & Muzzy, only pair of piano-playing lasses to look like sisters, aren't....June Collins of WIP Program Dept. resigned Saturday....She'll visit Connellsville, Pa. family homestead, before announcing future affiliations....The Le Marie Fashion Show, contrary to previous report, continues in its present spot.

Jessica Dragonette re-creates "Fifi" in "Mlle. Modiste" on her April 7 broadcast....Louise D'Angelo, lyric soprano offspring of Met basso Louis D'Angelo, to guest-sing on the Hammerstein Music Hall airing April 13

Louis Katzman's Ork plays host to Marjorie Steele of the Opera League over WINS tomorrow.... Nola Luxford, NBC acting gal, hospitalized, awaiting an operation.... The Lorraine lasses, Marion, Irene and Lita, who came out of a Chi radio station, having the well-known "grande reclame" at the St. Louis Hotel Jefferson's Club Continental....Gretta Palmer, writer and radio talker, returns to WOR at 1 p.m. Wednesday with "Gretta Palmer-Commentator," sponsored by Walker-Gordon Laboratory....also heard Fridays.

Betty Lennox of WGY's "Household Chats" program offers the hearthbound hausfrau a monthly mimeographed sheet called "Listeners' Column"....It's full of recipes and food inspiration and has an idea exchange dept....WOW stylist featured in Brandeis Store broadcasts is chic Kay Grandson, who gives the lasses a line on line and color in costuming Fridays at 3....Helen King of Certified Contests powwowing with Young & Rubicam exec about this and that....

★ Coast-to-Coast ★

RUSS MORGAN's Early Bird program on WHN at 7:30 a.m. celebrates its first year today.

Kay and Buddy Arnold, WMCA harmony team, will be heard at 9:15 a.m. Monday through Friday starting today.

WNEW on Saturday offered the fifth baseball broadcast by direct line from Florida, with Earl Harper at the mike. Louisville Colonels and Newark Bears formed the lineup.

WROL, Knoxville, yesterday re-joined the Dr. Pepper Dixie Network for the "Pepper Uppers."

J. Hammond Brown, radio editor of Hearst newspapers in Baltimore, opened the Army Day program in that city on Saturday, broadcast over WAL.

Earl Brown, heard with Margo and Joe Martin over WHN, celebrated his third year on the air Saturday.

Lee Johnson, formerly at WOC, Davenport, Ia., on production work, has joined WBRY, New Haven, as announcer.

Bradley Kincaid, the Kentucky Mountain minstrel, now singing every week-day morning on WGY, Schenectady, has decided to return to the soil and has bought a 100-acre farm in Saratoga County. Brad has stocked the farm with a herd of milk cows and two saddle ponies. He will continue to make his winter home at Garden City, L. I.

Plan Spot Series in N. E.

Fitzgerald Brewing Co. of Troy, N. Y., plans an extensive campaign to re-introduce Garrygowen Ale. Factory Spot announcements over local stations throughout New England, as far west as Syracuse, is contemplated. The agency is Maxon, Inc.

F. C. C. ACTIVITIES

Washington Bureau of THE RADIO DAILY

HEARINGS SCHEDULED

April 5: KABR, Aberdeen, S. D. CP for change in power and frequency to 1390 kc., 500 watts, 1 Kw. LS. Unlimited.

WMBO, Auburn, N. Y. Auth. to transfer control of corp. 1310 kc., 100 watts, unlimited.

April 6: Okmulgee Broadcasting Corp., Okmulgee, Okla. CP for new station. 1210 kc., 100 watts, daytime.

Times Publishing Co., Okmulgee. CP for new station. 1210 kc., 100 watts, daytime.

The Record Publishing Co., Okmulgee. CP for new station. 1210 kc., 100 watts, daytime.

Beaumont Broadcasting Assn., Beaumont, Tex. CP for new station. 1420 kc., 100 watts, unlimited.

KGA, Spokane, Wash. Mod. of license. 950 kc., 1 Kw., 5 Kw. LS. unlimited.

April 7: WBCM, Bay City, Mich. Mod. of Lic. 1410 kc., 500 watts, 1 Kw. LS. unlimited.

WGH, Newport News, briefs: Wilby Goff, musical director, readying a new show, "Singing Violins".... Chief Engineer H. E. Sloane back from a New York trip; Chief Operator Raymond Aylor in charge during his absence....Travis Smith, former staff vocalist at WCSC, Charleston, now singing on WGH every Wed. eve....Hap Hazzard and his Georgia Ramblers now part of "WGH County Fair"....WGH has started airing a series of twice-weekly dances from Hotel Chamberlain, Fort Monroe....Jack Braxton, program director, entertains at 2.30 daily with a radio party for housewives....Joel Wahlberg, chief announcer, spends spare time rehearsing shows.

New Haven Civic Light Opera Guild yesterday started a monthly series over WELI, New Haven. Southern New England Telephone's "Sunday Call" ends its 15-week run next Sunday.

"Poli Kiddie Revue" will be reinstated Saturday at the College Theater, New Haven, with Jimmie Milne, WELI studio supervisor, supervising the show, which will be aired weekly over WELI.

Lyroy Flynn, announcer at WICC, Bridgeport, leaves April 10 and will be succeeded by William Elliott of WATR, Waterbury.

WWVA (Wheeling) Jamboree celebrated its fourth anniversary Friday.

KFXR, Oklahoma City, has installed new studio equipment, adding to its new Collins transmitter.

John Lagemann in Hospital

John Lagemann of the CBS press staff who was enroute back from Mexico from leave of absence, had an acute attack of appendicitis and was operated on Saturday at the Quincy Hospital, Quincy, Ill. Return to New York will be delayed until April 12 at least. He was accompanied by his wife, Hilda Cole, writer and former member of CBS press staff.

NEW BUSINESS Signed by Stations

WBT, Charlotte

Atlantic Ale & Beer, Atlanta, seven 50-word spots weekly, three months, through Rawson-Morrill, Inc., Atlanta; Vick Chemical, N. Y., seven 100-word spots weekly, 13 weeks, through Morse-International, N. Y.; Tomlinson Furniture Co., High Point, N. C., five 100-word announcements, through Gottschaldt-Humphrey, Inc., Atlanta; Castleberry Food Products Co., 15-minute morning spot directed by Claire Shadwell.

WPTF, Raleigh

Procter & Gamble, "Guiding Light," 4:45 p.m. daily; Cycle Trades, "All-Star Cycle," 7:15 p.m. Thursdays; American Tobacco, "Hit Parade," 15-min. extension, Wednesdays; Grapenuts, Burns and Allen, 8 p.m. Mondays; Rexall, "Rexall Magic Hour," 9:30 a.m. Tues.-Sat.; H. B. Davis Paint Co., 12:25 p.m. Tues.-Thur.; Briggs Hardware, "Sketches in Paint," 9:45 a.m. thrice weekly.

WFIL, Philadelphia

Mrs. Smith's Pie Co., through Albert H. Dorsey Agency, "Freshest Thing in Town," two quarter-hour disks weekly, 52 weeks; Royal Shoe Co., through Dan Rivkin Agency, six spots weekly, 52 weeks; B. Frank, (flowers), 3 spots weekly, 9 weeks; Schaffer's (clothing), through Dan Rivkin Agency, 9 spots weekly, 13 weeks.

KSL, Salt Lake City

Denver & Rio Grande Western R.R., quarter-hour live show, weekly through spring and summer; J. G. McDonald Chocolate Co. (Oh Boy bars), renewed for 13 weeks after test program brought big response.

WGH, Newport News

Standback Co., spots, one year; C. D. Kenny Co., spots and one weekly 15-min. program; Phillip Levy & Co., spot series; Sears-Roebuck & Co., 15-min. daily program with Cheery Berry; Bellamy Ice Cream Co., spot series; Chevrolet, two 15-min. periods weekly, "Musical Moments," 26 weeks; East Thomas St. Baptist Tabernacle, Danville, Va., 13 weeks; Liggett & Myers (Chesterfields), half-hour twice weekly, from CBS.

NEW AGENCY BIZ

NBC

Standard Brands Inc. (Fleischmann Yeast) through J. Walter Thompson Co. STARTS Louis Armstrong & All-Negro show on 30 NBC-Blue network stations, Fridays, 9-9:30 p.m., on April 9. WSPD, WOWO join the network on May 7, and WLW will be added when available.

MBS

H. Fendrich Co., Evansville (cigars) through Ruthrauff & Ryan Inc., Chicago, RENEWS "Smoke Dreams" on 9 MBS stations (WLW, WGN, WHB, KOIL, WMT, KSO, WGAR, KWK, WSM), Sundays 1:30-2 p.m., effective April 25. Program shifts to the 3:30-4 p.m. spot on the renewal date.



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 40

NEW YORK, TUESDAY, APRIL 6, 1937

FIVE CENTS

Revise Setup for Ascaph

Looking OnAND LISTENING IN

CONFLICTING Protests of increasing number and loudness are being heard from listeners against the very disconcerting situation of two or three programs, [meaning chiefly similar type programs], all of which they want to hear, being on the air at the same time.

Some nights, notably Monday when a lot of folks stay at home, there rarely are more than two or three outstanding shows on the air in the whole evening.

But Saturdays and Sunday nights, the very days when many persons go out, and on various other evenings during the week, there are batches of fine programs in conflict with each other.

Regardless of the problems involved in trying to eliminate this confusion, sponsors will find it worth tackling for a very definite business reason.

The reason is that, when listeners find two or more of their favorite shows on the air at one time, they try to get the most of the entertainment portions from each one by tuning out the commercials in each case.

RICH FIELDS Radio stations in the south, southwest and the grain belt are in for a real business boom if they go after it with the choice selling arguments available to them.

High cotton and grain prices are giving the folks in those sections more spending money than they have had in years.

Texas is additionally favored by its well-advertised Centennial Exposition, which has stimulated much emigration to that state, and its big exportable surplus of oil and cotton. Two authorities, J. N. Wisner, retired cotton broker, and Frank P. Holland, publisher of ranch and farm magazines, see a prolonged period of prosperity for the Southwest.

National Ice Extends

National Ice will continue the CBS-Tuesday, 11:45-12 noon, "Homemakers Exchange" program for another six weeks after the expiration of the regular CBS contract on April 22. Effective with the extension date, WBIG, WSBT, WMBD and KLRA will be added to the net. WOWO and WIBW drop after April 22 broadcast. Donahue & Coe has the account.

TELEVISION FIELD TESTS ARE RESUMED BY RCA

Field tests of RCA experimental television with the new 441-line definition were resumed yesterday by NBC on the largest scale ever undertaken in the U. S. Tests will continue throughout the spring and summer months.

Test programs will be televised daily from the NBC transmitter in the Empire State tower. NBC has been on the air with television since 1931, and has had the only television station in operation in New York City for the last four years. Quality of reception will be checked by NBC engineers on more than 75 receivers

(Continued on Page 3)

Set Committee Hearing On Dickstein Measure

Washington Bureau of THE RADIO DAILY
Washington—Full House Immigration Committee will hold an executive meeting on the Dickstein bill tomorrow, Congressman Dickstein announced yesterday. Indications are that the measure will not be reported out favorably.

Assoc. Oil Sponsoring Eight Collegiate Meets

Seattle—Having just completed a schedule of 22 Pacific Coast college basketball broadcasts for Associated Oil Co., KIRO here has now started a series of eight collegiate track meets, to run until May 22 at least, for the same sponsor. Four of the basketball games were fed to KALE, Portland, and three to KIT, Yakima.

All Ford Motor Programs Now on Columbia Network

Four Stations Added By "The Pepper-Uppers"

Dallas—Dr. Pepper Co. (Dr. Pepper soft drinks) yesterday started its third consecutive year on the air with "The Pepper-Uppers" on a list of 18 southern stations and added four more (WAVE, WIS, WAPO,

(Continued on Page 3)

Forming Administrative Committee Headed by E. C. Mills—Paine Will be General Manager

Thank You, Josef!

"May I express my sincere belief that very soon there will not be a person in the radio field who will not realize the full usefulness of having on his desk: 'THE RADIO DAILY' in his Daily Radio Life."—JOSEF CHERNIAVSKY.

17,000 NBC PROGRAMS ORIGINATING ON COAST

San Francisco—From one program a day and 1,500 in its first year, NBC now originates about 17,000 yearly on the west coast, it was brought out yesterday as the tenth anniversary of NBC's Western Division was signalized. Employees have increase from 25 to more than ten times that number, under Don E. Gilman, v.p. in charge.

Oldest daily program on the air in

(Continued on Page 3)

Neb. Anti-Ascaph Bill Held Unconstitutional

Lincoln—Chances of passage of the anti-Ascaph bill facing the Nebraska unicamera here dwindled to naught when the legal counsel, a body of three lawyers, said it would be declared unconstitutional when reviewed by the Supreme Court be-

(Continued on Page 2)

By M. H. SHAPIRO
Associate Editor, THE RADIO DAILY
General supervision of the affairs of American Society of Composers, Authors & Publishers will be in the hands of a newly organized Administrative Committee, with possibility that the new managerial setup will be in operation on or about May 1. Although no information is forthcoming from Ascaph, reliable sources indicate that the Committee will be completed in course of a meeting scheduled for this afternoon.

Lineup has: E. C. Mills, now general manager, as chairman of the Ad-

(Continued on Page 3)

NBC AND CBS BILLINGS 19 PER CENT OVER '36

NBC gross revenue for March hit \$3,641,283, a gain of 19 per cent over March 1936. Of this sum the Red network contributed \$2,531,322 and the Blue web \$1,082,961. Cumulative total for the first quarter 1937 gives NBC \$10,452,064 an increase of 24 per cent over the same period in 1936.

CBS gross billing for March was

(Continued on Page 3)

Stations Are Selected For Preakness Broadcast

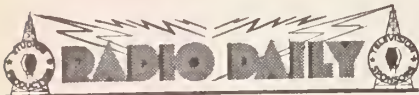
Stations selected for the airing of the running of the Preakness on May 15, under the sponsorship of American Oil Co., Baltimore, over a split

(Continued on Page 4)

WDOD's 12th Year

Chattanooga—WDOD will celebrate its 12th anniversary with special Anniversary Week programs starting April 12. Old favorite programs will be revived.

Starting with a staff of two part-time employees, WDOD now has a staff of 60 and a schedule of 17½ hours daily, including CBS network programs.



Vol. 1, No. 40 Tues., Apr. 6, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, 10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk and Verne Bailey, 6425 Hollywood Blvd. Phone Granite 6607. Copyright, 1937, by Radio Daily Corp. All rights reserved.

FINANCIAL

(Monday, Apr. 5)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	172	171 1/4	172	+ 1/2
Crosley Radio				
Gen. Electric	57 1/4	56 1/2	56 3/4	+ 1/8
North American	26 1/4	25 7/8	26	+ 1/8
RCA Common	11	10 3/4	10 7/8
RCA First Pfd.	75	74 1/2	74 3/4
RCA \$5 Pfd. B.		(85 Bid)		
Stewart Warner	18 3/4	18 3/4	18 3/4	+ 1/8
Zenith Radio	34 1/2	34	34 1/4	+ 1/4

NEW YORK CURB EXCHANGE

Hazeltine Corp.				
Majestic	4 1/2	4 1/8	4 1/2	+ 1/8
Nat. Union Radio	3	2 7/8	3	

OVER THE COUNTER

CBS A		57 1/4	59 1/4
CBS B		56 3/4	58 3/4
Stromberg Carlson		15 1/2	16 1/2

Changes for Glason Show

Billy Glason's "Fun Fest," Sunday 2 p.m. show over WMCA, has a temporary new announcer and straight man in Al Hall, the station production manager, due to Howard Doyle leaving to join WOR.

Matty Cohen, script writer, has been assigned to the "Fun Fest" starting with the April 11 show.

Lorraine Barnett and Dick Porter leave the Glason program next week. Margie Nicholson, singer and talker, will join the cast. Carl Fenton and orchestra, Stubby Kay and Wilson Lang are other members of the troupe.

Murine Series Ending

Murine (eyewash), sponsor of the "Listen To This" show now airing over 13 stations of the Mutual network, fades after today's broadcast. Program has originated from WGN, Chicago.

NETWORK SONG FAVORITES

Following is an accurate list of performances for the week ending April 3, covering songs played from 5 p.m. to 1 a.m. on CBS and two NBC networks. Only compositions played 15 times or more are included. This listing is a regular Tuesday feature in RADIO DAILY.

Selection	Publisher	Times Played
I've Got My Love to Keep Me Warm (Irving Berlin, Inc.)		34
Too Marvelous for Words (Harms, Inc.)		33
Boo Hoo (Shapiro, Bernstein, Inc.)		31
Trust in Me (Ager, Yellen & Bornstein)		28
Little Old Lady (Chappell & Co.)		26
Moonlight and Shadows (Popular Melodies)		23
Sweet Is the Word for You (Famous Music Corp.)		23
When the Poppies Bloom Again (Shapiro, Bernstein, Inc.)		22
Where Are You (Leo Feist, Inc.)		22
How Could You (Remick Music Corp.)		20
What Will I Tell My Heart (Crawford Music Corp.)		20
September in the Rain (Remick Music Corp.)		19
You're Laughing at Me (Irving Berlin, Inc.)		18
On a Little Bamboo Bridge (Joe Morris Music Co.)		17
Serenade in the Night (Mills Music, Inc.)		17
Wanted (Sherman Clay & Co.)		17
You're Here, You're There (Marlo Music Co.)		17
Good Night, My Love (Robbins Music Corp.)		16
When Love Is Young (Miller Music, Inc.)		16
Swing High, Swing Low (Famous Music Corp.)		15
Was It Rain (Santly Bros., Joy, Inc.)		15

Makelim Joins KXBY; Other Shifts in Staff

Kansas City—H. R. (Hal) Makelim, formerly of WIRE, Indianapolis, has become general manager of KXBY here.

Claire Heyer, publicity director, has been promoted to head the new promotion department. Dorothy Chacquette becomes program director, succeeding Herb Nelson, and Frank Bailey is now production manager.

Earl Bachman, formerly with William G. Rambeau, has been named eastern representative.

Skol Going National

Skol Products Inc. (sunburn lotion) will begin broadcasting over a coast-to-coast Mutual network about the first week in May. Present plans call for a hook-up between sponsor and Grand National films, with the film company supplying the talent. Latest reports call for James Cagney to emcee show for two weeks with other guests to follow. Program will be aired over approximately the entire hook-up. Further details are now being worked out on the west coast.

WRDW Appoints Rep

Augusta, Ga.—WRDW, managed by David Parmer, has appointed J. J. Devine & Associates, Inc., as its national advertising representative.

Mel Aaronson Opens Offices

Mel Aaronson, son of Darby Aaronson, who for many years conducted a column in the N. Y. American and for the past ten years has written comedy material for vaudeville and radio, has opened new offices at 18 East 48th St. and is now devoting his time exclusively to radio scripts.

New WSPA Building Is Nearing Completion

Spartanburg, S. C.—South Carolina's pioneer radio station, WSPA, will soon move into its new building. Work has been going forward on the downtown structure for the last six months. The building will be devoted exclusively to radio, and in addition to reception rooms will house all the operations of WSPA, including a large broadcasting auditorium, equipped with pipe organ, five separate studios and seven offices. The entire building will be air-conditioned and the acoustic effect and interior finishing is creating favorable comment all over the south.

Friedheim Joins NBC

Robert Friedheim last week resigned from WMBH, Joplin, as assistant manager, and will join the NBC transcription division today, serving directly under Frank Chiz-zini, assistant manager of the department.

Friedheim was with WMBH for the past four years and previous to radio was in the newspaper field for seven years. In his new post he will do a combination selling and sales promotion job.

During the past week WGNV signed for the NBC Thesaurus service with renewals received from KQW, KTSM and CJIC.

COMING and GOING

WILLIAM CHERRY, JR., WPRO, was in New York yesterday.

MURRAY GRABHORN, general sales manager of John Blair & Co., is in Chicago conferring with John Blair.

ABE SCHECHTER, NBC director of news and special events, in Louisville arranging for broadcasting of the Kentucky Derby. Will stop off at Washington today, returning to New York tomorrow.

VIRGINIA VERRILL left for Hollywood last night. She will begin work immediately on a new Walter Wanger picture, "Vogues of 1938."

WALTER CRAIG, producer of the Chevrolet programs, left for Hollywood last night. He will produce Chevrolet program from there beginning April 18. Will stop at the Ambassador Hotel.

PHIL RUBINOFF, brother of Dave, left last Sunday for Hollywood.

FRANK B. FALKNER, central division operations engineer for CBS, is on a Minneapolis trip.

H. P. SHERMAN, general manager of WJJD, Chicago, and Gary, Ind., is in town for a week. He's making headquarters at Wead & Co.

CHUCK GUSSMAN, formerly with WLW, Cincinnati, arrived in Kansas City last week for a brief visit before continuing to New York.

JOSEPH M. KOEHLER, President of Radio Events, Inc., sailed Sunday on the Volendam for Bermuda with MRS. KOEHLER.

JACK ALICOATE, publisher of Radio Daily, returns today from a three-week stay on the coast.

GENE O'FALLON of KFEL, Denver, is in town for a few days.

FRED WEBER, general manager of Mutual Network, left for Chicago yesterday.

Neb. Anti-Ascap Bill Held Unconstitutional

(Continued from Page 1)

cause it assumed too much power. Bill would have Ascap found a trust violation and the society would have been in error to enforce its rules here.

NBC Execs Look Over New Orleans Stations

New Orleans—Philip I. Merryman, NBC station relations department, and Charles W. Horn, NBC director of research, were in town last week looking over WSMB and WDSU. Horn has returned to New York, leaving Merryman in the Crescent City. WDSU at present is not affiliated with any network, WSMB is an NBC station.

The Tavern RADIO'S RENDEZVOUS

MAKE THIS YOUR
LUNCHEON—
DINNER—SUPPER CLUB

158 W. 48th St.

Toots Shor

RADIO EVENTS, INC.
AN INDEPENDENT PRODUCING GROUP
SERVING ADVERTISING AGENCIES

535 Fifth Avenue,
New York, N. Y.

From script to production—
that extra something that's good radio

LEO SAYS:

WHN's No. 1
SHOWMANSHIP
builds audiences — and
wise advertisers know that
WHN's audiences buy!
WHN DIAL 1010
APRIL 6, 1937
M-G-M LOEW'S



ALL FORD PROGRAMS ON THE CBS NETWORK

(Continued from Page 1)

tions. NBC contract expired after last Friday broadcast.

There will be no show this week, and new series will start April 17, 7:30-8 p.m. with a repeat broadcast 10:45-11:15 p.m. Carborundum Co. now has the CBS spot but will sign off April 10, allowing Ford to start following week.

Ford originally had all his radio shows on CBS, but last January sponsor split the CBS Fred Waring hour show into two half hour programs placing one on NBC. Ford time billings on NBC last year totaled \$553,766. CBS now has the "Ford Sunday Evening Hour," the Al Pearce show in addition to this new series, which includes Rex Chandler's orchestra, Richard Bonelli, Landt Trio, and Alex Templeton, blind pianist. N. W. Ayer & Son Inc. has the account.

Television Field Tests Are Resumed by RCA

(Continued from Page 1)

placed at selected points throughout the metropolitan area.

O. B. Hanson, NBC chief engineer, said the object of the new tests, which represent the latest development in seven years of television experiment by NBC, is to determine the home program potentialities of high definition television. RCA television of 441-line definition has been in operation in the laboratory since last December, but this will be the first test under practical field conditions.

In similar field tests of 343-line pictures held as early as last summer, NBC engineers received satisfactory pictures as far distant as 45 miles from the Empire State transmitter. Last December tests on this basis were discontinued to allow for necessary alterations to change the equipment over to the finer definition 441-line system.

Airway Drama on WCAE

Pittsburgh—Kitty Keane, as a private detective, is featured in a new drama of the airways which started yesterday at 1:45 p.m. over WCAE.

1	9	3	7
SUN	MON	TUE	WED
4	5	6	7
10	11	12	13
17	18	19	20
24	25	26	27
31	1	2	3

April 6

Greetings from Radio Daily

to
Lowell Thomas
Mme. Sylvia
Keith McLeod
Clyde North
Marge Morin

NEW PROGRAMS—IDEAS

Safe Driving Series

KVOD, Denver, has started a series of 13 sustaining programs titled "Death Rides Again," in cooperation with the Denver police department. Five-minute dramatizations picture the tragic results of speeding, reckless driving and what happens when necessary precautions are not taken. Various police officials, including the municipal judge, manager of safety, and the chief of police, will deliver brief talks on the prevention of accidents during the series.

School Life Dramas

"Robert Davis Grows Up," the story of a Madison, Wis., lad as he progresses through school life, is a

dramatic program appearing each Sunday at 5:30 p.m., CST, over WIBA and sponsored by the city public schools. Episodes from actual experiences of Madison school children are used for the series, which is also produced by the school.

"Public Opinion Poll"

"The KDYL Public Opinion Poll on the Supreme Court," thrice-weekly feature over KDYL, Salt Lake City, with Announcer Dave Simmons handling, is proving quite popular. Series was induced by the aroused interest in the President's proposed Supreme Court changes. Broadcast will be presented from the street in front of the KDYL building.

17,000 NBC Programs Originating on Coast

(Continued from Page 1)

the west, "Woman's Magazine of the Air," observed the anniversary with a special broadcast yesterday. Bennie Walker, with NBC since 1927, presided over festivities. An original composition by Gilman and Arthur Garbett was performed. William Andrews, chief announcer here, and Richard Ellers, night program supervisor, reminisced.

NBC and CBS Billings 19 Per Cent Over '36

(Continued from Page 1)

\$2,559,716, an increase of 18.8 per cent over same month a year ago. Cumulative total for first quarter of 1937 gives CBS \$7,202,653, a considerable leap over 1936 first quarter.

Mutual figures not available as yet.

12 Original Dramas Are Signed by CBS

CBS has signed 12 playwrights to do original scripts for special dramatic series. Shows will be aired direct from writer's scripts without any doctoring by regular radio writers. First of series will be presented April 11, when story by Archie MacLeish will be aired. Scripts by Irwin Shaw, S. Anderson, Lynn Riggs and Leopold Atlass will follow. Programs will be presented as sustaining features by the network.

Sablon Booked in Montreal

A week's vaudeville appearance and a guest spot on a Canadian radio station will send Jean Sablon to Montreal where he will stay from April 7 to April 16. NBC's French Troubadour headlines at Loew's Montreal Theatre for a week starting April 9. Two days before that, he will be featured on a guest star program over CKAC, Montreal, 9-9:45 p.m.

Four Stations Added By "The Pepper-Uppers"

(Continued from Page 1)

WROL) to the web making a total of 22. Others carrying the program are WFAA, WOAI, KPRC, WWNC, WFBC, WMAZ, WSB, WAPI, WJDX, WSM, WMC, KARK, KTBS, KVOO, KSD, KGNC, WKY. Tracy-Locke-Dawson Inc. has the account.

Arthur Church Signs Talent for Disk Show

Kansas City—Arthur B. Church, president of Midland Broadcasting Co. and KMBC, local CBS outlet, announced signing of Hugh Conrad, Claude Rains, Fred MacKaye, Robert Frazer and Jean Colbert for principal parts in the new transcribed show, "Phenomenon—Electrifying History," which the Midland Broadcasting has developed. Conrad will narrate the series. Rains, stage and screen star, takes the part of Napoleon.

The series is designed for use by power and light companies and was first produced by KMBC as a script show for the local utilities company some years ago. Albert Von Tilzer supplied the musical score, with P. Hans Flath to handle arrangements. Barbara Winthrop is doing scripts and Fran Heyser will handle production on the coast.

"First Offender" Adds Stations

New Haven—"First Offender" program, heard 5 p.m. Sundays on WELI, will be fed to WSPR, Springfield, and WCOP, Boston, in addition to WNBC, New Britain, and WATR, Waterbury, recently added. The program consists of dramatized scenes from the lives of County Jail inmates.

Clarkson Joins WOR

Robert Clarkson has joined the recording department of WOR and will concentrate on selling and promoting disk service of the station. Clarkson was formerly connected with Lamont, Corliss & Co.

DEVISING NEW SETUP ON ASCAP MANAGEMENT

(Continued from Page 1)

ministrative Committee; John G. Paine, now chairman of the board of Music Publishers Protective Association, to become general manager of Ascapi; Gene Buck, president, plus two additional men to be selected this afternoon, complete the committee and with Mills will direct and supervise the Ascapi management.

Harry Fox, now handling the electrical transcription licenses and other copyright matters at the MPPA, is reported as slated to succeed Paine as chairman of the MPPA board.

Tremendous duties piling up on Ascapi officials is understood to be the reason for the reorganization. Added are the various legislative moves in numerous states, allegedly inspired by radio interests, which are intended to virtually tax Ascapi out of business in the respective states.

Television protection for its copyright owners is also looming and higher revenue generally, plus additional theater and radio licenses being issued daily is said to be further making it imperative for more man power.

Until about 10 years ago, Ascapi had an administrative committee which was headed by Mills, who at the time also was chairman of the board of the MPPA. Mills subsequently went with NBC as head of its Radio Music Co.

NEW BUSINESS

Signed by Stations

WCKY, Cincinnati

Norge dealers (Bunselmeier & Lind, Crosson's Electric Shop, Ciney, and Coppinshop, Covington, Ky.), "Do You Want a Job?" thrice weekly, 10:15 a.m., conducted by Bob Kliment, WCKY staff announcer.

WHN, New York

Hecker Products Corp. (Gold Dust, Silver Dust), Monday, Wednesday and Friday, spots, 10:30-11:30 a.m. BBD&O is the agency.

Chief Boiardi Food Products Co., Monday through Friday, spots, 10:30-11:30 a.m., 13-week renewal. Frank Presbrey Co. agency.

Grennan Bakeries, Inc., Monday through Saturday, 7:30-8:30 a.m., 52-week renewal, time signals, recording, Russ Clancy and Jacqueline Dewitt. Hanff-Metzger agency.

WFAS, White Plains

Open Road (tours), N. Y., evening spots Frederick Lack Travel Service, N. Y., spots; Charles Ashmun Inc. (steamship agents), N. Y., spots; Modern Childhood Clothes, N. Y., spots, all of foregoing through Associated Broadcast Advertising Co., N. Y.; Civic and Business Federation of White Plains, 75 station breaks; Southern N. Y. and Conn. Trailer Show, White Plains, 20 spots; Mayflower Stations Inc. (service stations), 15-minute series starting middle April, through J. Sterling Getchell Inc.; Port Chester Civic series, co-operatively sponsored.

WHO, Des Moines

Mid-Continent Petroleum Corp., Tulsa, "Ahead of the Parade," disk series, Tuesdays and Thursdays, through R. J. Potts & Co., Kansas City.

Refrigeration & Air Conditioning Corp., Youngstown, O., "The Old Song Book," produced by Harold Fair, Sundays, 10:45-11 a.m., through National Classified Advertising Agency, Youngstown.

Stations Are Selected For Preakness Broadcast

(Continued from Page 1)

NBC-Blue network, 6:15-6:45 p.m., will include WJZ, WBZ-WBZA, WMAL, WSYR, WHAM, KDKA, WGAR, WEBR, WABY, WSOB, WWNC, WFBC, WCSC, WSB, and the southeastern group. It is expected that Clem McCarthy will broadcast the race.

McCarthy will also announce the running of the Kentucky Derby, sponsored by Brown & Williamson (Kool & Raleigh cigarettes) on the NBC-Blue network on May 8, 6:15-7 p.m. BBDO handles the Brown & Williamson account. Joseph Katz Co. is American Oil's agents.



● ● ● Haven MacQuarrie's "Do You Want To Be An Actor", which fades May 2 for Chase & Sanborn, will be revived via a gasoline or health drink sponsor....Bob Hope auditioned for the Woodbury spot with Shep Field's band and may soon be heard on the show....Jeanette MacDonald's money-demand to appear on the Don Ameche-coffee show may result in Betty Jaynes, 16-year-old Chi high school singer, getting into Big-Time via this show....Victor Young will hold the musical end of the "Paramount On Parade" permanently....Announcer Karlton Kadell passed a screen test at Warner's....Al Jolson's future film activities will be confined to supervising Ruby Keeler's flickers....Bobby Breen stays with Eddie Cantor until the end....Borden's "Special Edition" remains through the summer.

● ● ● Peter Van Steeden celebrates two years with Fred Allen's show April 14 and Ed Wynn enjoys five years in radio the 26th while Al Baron chalks up ten years with the "Perfect Fool" as secretary, valet, stage manager, script assistant, talent scout, advisor and actor this week....The reason for Willie and Eugene Howard not taking over "Merry-Go-Round" Sunday is to accept work in the "Broadway Melody" picture...Jack Benny will have Burns and Allen with him Sunday....Rev. Frank Nelson of WGAR, Cleveland, is discussing an air show with CBS....Lee Gebhart, Procter & Gamble writer and director of their Chi shows, is also talking with CBS officials.

● ● ● Brewster Morgan is ailing again....Nick Lucas is trying to get off from jury duty in Jersey today because of his Ford rehearsal and show tonite....Maxie "Slapsie" Rosenbloom is auditioning for a guesstar shot while here....In his new short subject, Ted Husing pays tribute to Stanley Worth, baritone now heard with Vincent Lopez....2,140 international airings were carried by NBC via WJZ and WEA from 1924 through 1936....Jean Paul King is around with a dislocated shoulder as a result of his auto smashing-up when it went off the road Friday while he was driving on a fishing trip.

● ● ● Arthur Hayes' secretary, Rita Brunner, in CBSales, has invented a new pastime, that of naming the various stenographers after sponsored products, viz, one is "Crisco" because...and so forth....Beatrice Lillie, Reggie Gardiner and Eddie Dowling convulse the customers nightly at Club 18 imitating Jack White's routine after he gets thru....Beattie Glenn has rented a house in Long Branch for the summer....Freddie Rich will introduce his new suite, "Bermuda Sketches", on the new "Americana" series....Each of the answers to the cases in A. L. Alexander's sensational book, out soon, is the authorized legal answer as given by the actual judge handling the case.

● ● ● Truly Warner hats will shortly bring the game "Lucky" to the airwaves, having been sold on the idea by Eddie Schooning....Joey Nash is on the "preferred list" at Young & Rubicam and may get one of the spots on their summer shows....Gertrude Niesen has a new home in Holmby Hills, Hollywood, but has been there only twice....Jesse Crawford and the missus open Friday at Philly's Fox....Original Dixieland Jazz Band is slated for the Silver Grill in Buffalo for four weeks after the 19th.

GUEST-ING

ETHEL MERMAN, on Sealtest program, April 10 (NBC-Red, 8 p.m.).

BILLIE BURKE, on Elza Schallert program, April 9 (NBC-Blue, 11:45 p.m.).

MAURICE EVANS and EDDIE DOWLING, on Advertising Club Luncheon program, April 8 (WMCA, 1:15 p.m.).

GRACIE FIELDS, English musical comedy star now here for 20th Century-Fox, on Hollywood Hotel, April 16 (CBS, 9 p.m.).

WALTER HUSTON, NAN SUNDERLAND and FAY BANTER in "Dodsworth", on Lux Radio Theater, April 12 (CBS, 9 p.m.).

KEN MURRAY, OSWALD, MARY CHRISTIANS and PAUL GUILFOYLE on "Hollywood Hotel", April 9 (CBS, 9 p.m.).

NAT PENDLETON, going abroad for a GB film, "Gangway," will be radio-interviewed on WMCA's Gangplank Broadcast by Martin Starr just prior to sailing tomorrow.

"Vic and Sade" Switch

"Vic and Sade," which for the last few weeks has been heard in two Wednesday night broadcasts in addition to the two-a-day, five-day-a-week schedule, drops one of the Wednesday night performances and adds a Tuesday night performance, effective today.

Under the new schedule, the show will be heard at 10:45 p.m. Tuesdays over NBC-Red, and the Wednesday night show will be heard over the NBC-Blue at 10 p.m., keeping the same time and network it has occupied since the night shows were added. The 7:45 p.m. Wednesday broadcast of the last few weeks will be eliminated.

Change will greatly expand the NBC-Red audience for the program, as under the former schedule only a portion of the Red network was available.

WMCA Adds 3 Announcers

Howard Doyle, formerly of WMCA, Carlton Warren, formerly of WICC, and Richard Hubbell have joined the WOR announcing staff.

AD AGENCIES

JOHN B. SNYDER, formerly of the RCA Manufacturing Co., Camden, N. J., has become associated with the Dorland International, Inc., advertising agency.

PAT WEAVER of the Young and Rubicam radio staff left for Hollywood over the week-end and will produce the first few Burns and Allen programs. Everett Meade will take over the production when Weaver comes East.

LINNEA NELSON, radio time buyer for J. Walter Thompson Co. is on the sick list. Might be back at work today.

BLAYNE BUTCHER of the Lennen and Mitchell agency, leaves today for the coast.

WITH THE ★ WOMEN ★

By ADELE ALLERHAND

BUDA BAKER, high priestess of publicity at the Maxon Agency, doesn't believe women find their sex a handicap in radio or publicity.... Says she hasn't in her varied career of writer for King Features, North American Newspaper Alliance, Cleveland and Detroit News, Good Housekeeping, et al.... She's been a woman's page editor and has covered tennis and golf national tournaments.... Firmly believes there isn't any variety of advertising or publicity that doesn't need a woman's angle on account of the "hand that rocks the cradle" scatters the shekels when there's buying to be done.... no matter how masculine the organization set-up or the merchandise may be, according to the Baker hypothesis, the "little woman" constitutes the highest court of purchaser appeal....

▼ ▼
Mary Jane Walsh, newly arrived in the radio limelight, to step into the arena on the Hammerstein show April 20.... she'll open at the Mon Paris on the 24th.... then Londonward to premiere at the swank Mayfair on May 24, according to arrangements recently concluded by Frank Kessler and the Leo Morrison office..... Durelle Alexander's "Queen Mary" debut over the week-end was more than satisfactory.... Production on the Benny-Canova cinema concoction began on Saturday.... Elaine Sterne Carrington, femme fictionist and scribe of "Trouble House", returning from Florida sortie with offspring Patricia and Bobby.... Bob Lawrence of the Whiteman Band unable to join the outfit until the Chicago opening because of the death of his baby daughter.... The funeral is today.... Poppy Cannon, Maxon's copy-penning gal, remodeling a big house in Reading, Conn....

▼ ▼
A "Candid Mike" program on Pat Barnes "Opera House" over WINS today goes prophetic with a satire on the quins in 1945.... Leona Powers of "Red Harvest" is today's "Theater Guide" broadcast guest.... Bide Dudley's Thursday guest offering is none other than Muriel Hutchison, the "Amazing Dr. Clitterhouse" feminine menace.... Scotty, WMT Cedar Rapids-Waterloo news commentator, had an audience with the Pope; during his illness devoted a program to him.... she's received a postcard from His Holiness, thanking her.... Lucy Monroe's mother died suddenly yesterday....

RADIO PERSONALITIES

No. 21 in the Series of Who's Who in the Industry

MAJOR EDNEY RIDGE, managing director of WBIG, Greensboro, N. C., a true southern gentleman who combines the qualities of a fighter with the gentleness of human understanding, and whose guiding genius lifted WBIG from the verge of bankruptcy to a commanding position in about two years.

A native of Greensboro and one of its most "regular fellows," Major Ridge proved his abilities in other fields before identifying with radio. He achieved distinction in newspaper publishing—the best of all training schools—rising in 1922 from the news and advertising rooms of the Greensboro Record to the post of publisher, and steering that paper to such success that a national newspaper combination bought it for ten times what it was worth when the Major took charge.

Army-trained, with a record of distinguished service in France during the World War, Major Ridge has an equally distinguished record for community service in his city and state. Being modest, his deeds must speak for him—and they do.

Dealing with the public over a long period not only made the Major one of the best known and best liked men in Carolina public life, but fortified him with experience and knowledge of great value in conducting a radio station. Thus in the management of WBIG since 1934, he has been able to set and maintain high standards, combining service to his community and results to his advertisers with uncommonly happy results.



Personifies the term
"regular fellow" ...

Winchell Westbound

Walter Winchell left New York last night for Hollywood, where he will do his Jergens broadcasting and his columning indefinitely.

Blayne Butcher of Lennen & Mitchell, agency handling the Winchell account, leaves today for the coast to supervise the Winchell program.

New NBC Variety Show

Chicago — Piccadilly Music Hall, weekly full-hour variety show patterned after an English music hall, debuts at 10 p.m. CST tonight. John Goldsworthy is m.c., with Lorenzo Brothers, Australian Woodchoppers, Sylvia Clark, Ranch Boys, Doring Sisters, Cleo Brown, and Al Short, conductor, in the cast.

Max Baer Match on CBS

Columbia Broadcasting System yesterday completed arrangements with British Broadcasting Corp. to carry the boxing bout between Max Baer and Tommy Farr, British heavyweight champion, April 15. CBS will pick up the fight from BBC at 4:30 p.m. and continue for one hour.

New WINS Programs

"Up and Down and Around New York," featuring Ed Flynn, starts at 6:30 tonight as a Tuesday, Thursday and Sunday feature over WINS.

Tex Walker, singing cowboy, begins a Tuesday and Thursday 4 p.m. series today.

Rockwell-O'Keefe Tieup

Rockwell-O'Keefe, Inc., have just completed arrangements for a tie-up with the Small-Landau Co. of Hollywood to represent all their artists for radio. The deal was handled by Ralph Wonders.

KDYL "Reporter" Extended

Salt Lake City—"Inquiring Reporter" series, which proved a good ticket-seller for the Orpheum Theater last year, has started its 1937 series over KDYL on Wednesdays. Myron Fox of KDYL announcing staff handles the program, with a jewelry store merchandise giveaway tieup.

DeLima for Coast Post

Peter DeLima leaves today for Hollywood to join the Small-Landau talent agency. Understood that DeLima will handle talent for radio. Since his recent return east, DeLima, was with the New York office of Lyons & Lyons, which spot he resigned upon receiving the Small-Landau offer.

Lipton Series on WNAC

Thomas J. Lipton Inc., Hoboken (tea), on April 13 will start a quarter-hour program on WNAC, Tuesdays and Thursdays. Frank Presbrey Co., Inc., New York, placed the account.

★ F. C. C. ★ ACTIVITIES

HEARINGS SCHEDULED

May 1: North Georgia Broadcasting Co., Rossville, Ga. CP for new station. 1200 kc., 100 watts, daytime.

May 25: Nathan N. Bauer, Miami. CP for new station. 1420 kc., 100 watts, unlimited.

May 28: L. L. Cryell & Son, Lincoln, Neb. CP for new station. 1450 kc., 250 watts, 1 Kw. LS. unlimited.

West Va. Newspaper Pub. Co., Clarksburg. CP for new station. 1250 kc., 1 Kw., daytime.

June 7: WRBC, Inc., Cleveland. CP for new station. 880 kc., 1 Kw., unlimited.

Citizens Broadcasting Corp., Schenectady. CP for new station. 1240 kc., 1 Kw., 5 Kw. LS., unlimited.

APPLICATIONS GRANTED

A. H. Belo Corp., Grapevine, Tex. CP for new high frequency station. 31600, 35600, 38600 and 41000 kc., 100 watts.

SET FOR HEARING

Key City Broadcasting Co., Kankakee, Ill. CP for new station. 1500 kc., 100 watts, unlimited.

Dan B. Shields, Provo, Utah. CP for new station. 1210 kc., 100 watts, unlimited.

Clark Standiford, L. S. Coburn and A. C. Sidner, Fremont, Neb. CP for new station. 1370 kc., 100 watts, unlimited.

APPLICATION DISMISSED

C. E. Wilkenson Broadcasting Co., Inc., Mason City, Ia. CP for new station. 1210 kc., 100 watts, unlimited.

Marjorie Mills on Yankee Net

Bridgeport—Marjorie Mills, former woman's page editor and Boston broadcaster, will be heard over WICC from the Yankee network in a new series emanating from WNAC, Boston, starting today, 1:30 p.m., as a Tuesday-Thursday-Friday feature.

Larry Mills Joins WCCO

Minneapolis—Larry Mills, formerly with Franklin Transformer Co., has joined the WCCO engineering staff as studio control technician, it is announced by Hugh S. McCartney, chief engineer.

Congratulations

And Our

Deepest Appreciation

For

The Newest Paper in Radio

LOU R. WINSTON, Pres.

RADIO RECORDERS INC.

932 North Western Ave.
Hollywood

THE SONGBIRD OF THE SOUTH

★ ★ ★ ★

KATE SMITH

A & P BANDWAGON

THURSDAYS

CBS NETWORK 8-9 P.M., E.S.T.

EXCL. MANAGEMENT TED COLLINS

COMMENTS ON CURRENT PROGRAMS

Coronet-on-the-Air

Same show started recently on WOR and switched to NBC-Blue on Friday, 9:30-10 p.m. Deems Taylor, Robert Armbruster and orchestra, plus dramatic cast and an occasional guest, in a program heralded by full page ads in the dailies as well as smaller space. Style of show remains the same, tempo is speedy, perhaps too much so at the opening, listeners hardly getting an opportunity to orient themselves before the first dramatized business is on.

Schedule as billed did not always work out as strongly in spots, somewhat disappointing was the "orchestra plays four pictures, including Fragonard's 'Sleepless Bacchante.'" Needed more of a sock in this direction. One item was repeated as done on the first Coronet program, but interesting nevertheless. Production generally is good and Deems Taylor most always is, too. Unlike the WOR show, this one made no reference to sending in subscriptions to the station, etc. Listener was told, however, that newsstand man would permit the prospective purchaser of the magazine to look it over first.

RCA Magic Key

Two or three highlights aided Sunday's 2-3 p.m. stanza which held the usual novel hookup, including a two-way conversation from a new U. S. Army bomber. "Song of India" by the Whiteman orchestra had an inimitable rendition. Rose Bampton clicked.

Shaefer 9 O'Clock Revue

The "Shaefer 9 O'Clock Revue" on WOR, to this reviewer, is the best musical show on the station to date. Program is sweet music at its best. Leo Reisman's music just naturally makes you want to dance and Ray Heatherton's singing of "The Night Is Young and You're So Beautiful" and "If My Heart Could Only Talk" were excellent.

Program is aired from atop the New Amsterdam Theater and only s. r. was available last Sunday night. Arthur Pryor, Jr., BBDO radio head, Shaefer's advertising agents, personally supervises the show from the control room.

National Ice Show

National Ice show with Gladys Swarthout, Frank Chapman and Robert Armbruster's orchestra still has not come entirely out of the rut it started in last February. Sunday night's program on the NBC-Red, 10-10:30 p.m., cannot hope to garner any of the listeners the former occupant of the period, General Motors Symphony, had. Miss Swarthout is the whole show, serving as master of ceremonies and star singer. Frank Chapman, as her singing partner, does not sound bad in the duets, but in solos his selection of songs is poor. Sunday night on his only solo he

failed, probably due to poor lung capacity, to reach some of the high notes. Chapman was also exceedingly nervous when not before the microphone.

And here is a tip to the production staff. Don't look out of the control window like you were witnessing an execution. At this broadcast the control room was jammed and so was the clients' room. A little smile, a handclap or some other form of encouragement would be appreciated all around. Maybe that is the reason for the show lacking any zip.

Nash Speed Show

Help! Star drowning in the wrong kind of program setup! That's what

is happening to Grace Moore, whose performance has been all but ruined for the third successive week by a production setting that is out of tune with her. Despite the elimination of Floyd Gibbons and his rat-tat-tat commentaries, last Saturday night's Nash Speed Show (CBS, 9 p.m.) still didn't sound like the right kind of a background for Miss Moore. Her "Jeannie," "Finiculi, Finicula" and a scene from her film "The King Steps Out" had a routine flavor. No sparkle. Whole program seemed just routine.

Mills Brothers

Not much heard from in a long while, the Mills Brothers of "Hold That Tiger" fame didn't get much of

a chance in their guest spot with Ed Wynn last Saturday at 8 p.m. over the NBC-Blue. Their "Love Bug Will Bite You" was just fair compared to what these boys are able to do. The program as a whole was about as usual.

Sealtest Party

Tom Howard and George Shelton provide some of the most consistently amusing and liveliest cross-fire comedy to be heard on the radio. But when they crowd into a few minutes such old ones as "How long is a piece of string?" "Where does your fist go when you open your hand?" and "It's longer from New Year's to Xmas than from Xmas to New Year's," and others, it's too much. Otherwise, last Saturday's Sealtest Party with James Melton over the NBC-Red was okay. Cornelia Otis Skinner, one-woman show, entertained muchly.

Paramount on Parade

Second edition of Paramount studio program over NBC-Red on Sunday at noon wasn't a lot better than the poor initial show. Yacht Club Boys did a number, a trio of little girls sang "Mr. Paganini," Dorothy Lamour was heard in "Moonlight and Shadows". Gail Patrick, Ray Milland and Akim Tamiroff burlesqued a little drama, and Victor Young did orchestral honors, with Lynn Overman and Mary Carlisle as guides. Insufficient preparation seemed to be the chief fault.

At Random

....Bobby Breen singing "Eili Eili" was the choice bit on Eddie Cantor's Texaco program Sunday over CBS at 8:30 p.m. Whole show was better than some recent Cantor productions. Artie Auerbach, new stooge, was pretty funny, but not like Parkyakarkus or Harry Savoy.

....NBC's ABC of Announcers on Saturday at 7:45 p.m. over the Red network was largely a batch of kidding between the mikers and a girl info-seeker. It was more gagging than informative or institutionally enhancing.

....Last Friday's Farm & Home Hour over the NBC-Blue at noon had some informative hints by Paul Wing to 4-H Club members on radio play writing. Wing outlined the basic essentials, emphasizing plot and simplicity, and gave a sample of construction method. Four more talks on the subject will follow.

....Jeannette MacDonald brought a lovely voice and a winning personality to Friday night's "Hollywood Hotel" over the CBS net, doing a tabloid of "Maytime" with Igor Gorin doing male vocal honors. Miss MacDonald would be welcome much more often on the air.

☆ PROMOTION ☆

Jingle Contest

Lem Turner, WHO (Des Moines) singer-comedian, and the Four Dons, instrumental ensemble, broadcast a variety program over WHO every Monday, Wednesday and Friday, 5:45-6 p.m., in the interests of Crazy Water Co. (Crazy Fizz), have evoked considerable interest with a jingle contest.

Crazy Water offers 21 cash prizes each week and a grand prize for the best four-line jingle to be recited to the tune of the "Organ Grinder's Swing," program theme song.

Listeners may submit as many jingles as they wish, each accompanied by the side of a carton from a package of either Crazy Fizz or Crazy Water Crystals or a reasonable accurate facsimile.

On each of the three weekly programs a \$5 first prize, \$2.50 second prize and five prizes of \$1 each is awarded winning jingles. At the close of the contest, April 16, a grand prize of a 10-day all-expense trip to the Crazy Water hotel, Mineral Wells, Tex., will be awarded.

Admiracion Campaign

Admiracion Laboratories, which start a new program on the Mutual network April 18 with Tim and Irene and Bunny Berigan swing orchestra, have designed a special promotion campaign to tie in with the radio show and introduce to the public its oil shampoo and other hair dressing products. Magazines and newspapers will also be used.

Cash allowance for cooperative advertising has been made available to all retailers and a combination package valued at \$1.10 will be sold for 59 cents. Admiracion will allow the retailer six cents on each combo package and each "shipper" containing six units will give the retailer a 36-cent certificate and honored by Admiracion at face value. Concern will supply mats, etc., for the retailer to use in his local advertising tieups.

Garden Seed Offers

Garden seed offers on at least three different programs heard daily over KVOO have caused a real rush in the merchandising department of the station, according to Gordon Avery, merchandising manager.

Garden seeds are now offered by Dr. Caldwell's Syrup of Pepsin program, Ma Perkins, and Shannon's Feed Co.

A special post office truck on three different days brought the mail to the station, and virtually every available member of the staff was summoned for duty to aid in separating and classifying the mail.

NBC Program Display Book

NBC has readied a new booklet entitled "35 Hours a Day," which gives the reader a kaleidoscopic view of the various programs that go to make up 17½ hours of broadcasting on each of the networks' webs.

Text is limited in each spot, but plays up a colorful assortment of action and other photographic insets spread over each of the pages. These include regular shows as well as transatlantic broadcasts and special sports and news events. Pictorially, it is an especially good job.

Binder for Poems

Orville Foster, "The Day Dreamer" on the Iowa Network, has been offering a loose leaf binder for fans of the program who may secure poems heard on his program by writing him. In offering the binder, he told listeners they could send in 10 cents to cover mailing and handling if they liked, though it was not obligatory. He received 604 letters the first week and 759 the second. Of all who requested the binder, only 11 failed to enclose dimes. Foster is Musical Director for IBS and his Day Dreamer program has a big following in Iowa. Program is one of those being tested for audience reaction by the Iowa web prior to pushing for sponsorship.

ORCHESTRAS MUSIC

FRANK CAPANO returns to the music publishing field to organize the Tin Pan Alley Music Co., with offices in Philly and New York. Maurrie Merl, who formerly acted in the capacity of professional manager for Capano Music, has formed his own company, Atlas Music Co., and will concentrate on swing and Cuban numbers. He will have offices in both Philadelphia and New York.

Leo Zollo takes over the baton at Benny the Bum's, Philadelphia. The spot has a WFIL wire.

Bob McGrew's band, hailed as one of the outstanding young outfits in the music business, made its bow over WCAE, Pittsburgh, last week. The program originated at an outlying night-spot, Bill Green's Casino.

Werner Janssen, composer and conductor, will conduct the Helsingfors Municipal Orchestra in the Sixth Symphony by Jan Sibelius, outstanding Scandinavian composer, during a special broadcast from Helsingfors, Finland, on Friday, April 9, 1:05 to 1:40 p.m. over the NBC-Red.

Bob Willis and his playboys, a hill-billy band aired a half hour daily over KVOO, Tulsa, after four years on the station, is drawing increasing crowds. Recently William B. Way, manager of KVOO, arranged to place the band in one of the city's largest dance halls for the noon-day broadcast. The dance hall has become a haven for moon-day crowds who watch the broadcast.

Vincent Travers, French Casino maestro, whose ork takes the air Sunday nights at 11:15 over the WEA-Red Network, has had his broadcasting schedule extended to include a Wednesday evening spot over the same chain. Time remains the same.

Paul Whiteman's newest vocalist is Jimmy Brierly of CBS fame. Brierly will be inducted into the Whiteman band officially April 9 when the broadcasts over Mutual and NBC begin to be aired from the Drake Hotel in Chi.

Jack Benney and Ork introduce the latest style in melody, "Tone Poems in Swing," a Sid Phillips conception. Mills is the publisher of two of the numbers, "Night Ride" and "Escapade."

At the Rainbow Grill Emery Deutsch

and His Orchestra
Unusual, Romantic Music
CBS Artist Bureau
Management Rockwell-O'Keefe, Inc.
Radio City, New York and Hollywood



"KEYBOARD SERENADE"

Sustaining

CBS, Saturday 9:30-10 p.m.

PLEASING BLEND OF ORGAN AND PIANO MUSIC WITH VOCAL INTERLUDES.

With the expert ivory work of Ann Leaf at the organ and Walter Gross at the piano, and the rich, full-bodied voice of Ruth Carhart coming in for an occasional refrain, this is a very nicely devised program. It will be welcomed especially by those who enjoy a suitable accompaniment for relaxation. There is a minimum of commentary about the songs by the announcer. In fact, most of the numbers are not even announced, and it is a pleasure to hear the fine voice of Miss Carhart sliding into the scene gracefully and unhampered by talk. The few necessary announcements are judiciously handled by Carlyle Stevens.

"IRVING KAUFMAN PRESENTS

National Silver Co.

WOR, Sundays, 11:30-12:00 a.m.

PLEASANT VOCAL ONE-MAN ENTERTAINMENT, WITH INSTRUMENTAL INTERLUDES.

This program has an easy rhythmic flow, with surprising variety, considering the fact that the burden of entertainment is carried by one man. Irving Kaufman's voice has a lyrical quality, his assortment of dialects is comprehensive and flexible. A nice balance is struck, with the singing of such ditties as "Time On My Hands" alternating with moments of swift comedy. Pauline Alpert, WOR's "whirlwind pianist," and Louise Wilcher, organist, contribute several skilful and interestingly worked out piano-organ duets. Announcer is Ray Winters.

"GENERAL MOTORS CONCERT"

General Motors Corp.

NBC-Blue Network, Sundays, 8-9 p.m.

NEW SPRING SERIES OFFERS STRONG AND WELL-BALANCED MUSICAL SHOW.

With Lily Pons and John Brownlee as guest soloists, this program inaugurated its annual spring series last Sunday devoted to a lighter type of music than that heard throughout the winter. Orchestra, under able direction of Erno Rapee, devoted majority of the hour to the orthodox classical arrangements, leaving Miss Pons and Brownlee the task of introducing the lighter vein to the program. Brownlee, making his air debut, did not appear mike-shy during his turns on the ether and his rich baritone voice proved easy to listen to. Miss Pons, warming up for her new series which begins April 15

over CBS, offered a selection from her latest picture, "The Girl from Paris." Show should prove heavy opposition to the 8 p.m. monopoly formerly held by Chase & Sanborn on the opposite NBC net. Program shies away from boring commercials, using only a minimum amount of sales chatter. Milton Cross, formerly the commentator on the program, has been replaced by Howard Claney, who continues indefinitely.

"MORNING ALMANAC"

Sustaining

WABC, Monday through Saturday, 8-9 a.m.

FAIRLY LIVELY AND CHEERY MISCELLANY EMCEED BY PHIL COOK.

With Phil Cook emceeing and doing his familiar line of characterizations, this program shapes up as one of the better early morning periods. Comedy, music, suggestions on gardening, advice on marketing, information about return engagements of popular films, showings of foreign pictures, intermittent announcement of the time, Lew White at the organ and specialties by The Funnyboners, all combine to give the program enough variety and movement to keep it fairly interesting.

CHAMBERLAIN BROWN

Sustaining

WMCA, Mondays, 3:30-4 p.m.

GOOD BROADWAY VARIETY PROGRAM WITH SPONSORSHIP POSSIBILITIES.

Continuing in the same vein as the 26-week series recently put on over WINS, Chamberlain Brown brought an interesting new series to WMCA yesterday. With names from the Broadway theater, opera and other glamor fields, Brown puts on a diversified show that could well be utilized and improved by sponsors, for Brown has unusual facilities. Yesterday's bill had Mrs. Joe Leblang, Donald Sharpe of "Dead End", Marcus Griffin of The Enquirer, Goeta Ljunburg of the opera and many others. Interesting discourse on Broadway doings and personages is interspersed with the musical and dramatic bits.

WROL Promotes Roland Weeks

Knoxville—Roland Weeks, for the past year in the local sales department, has been promoted to commercial manager of WROL. He formerly was with WCSC, Charleston, S. C., and WNOX here.

Oregon Radio Advertising

Portland, Ore.—Radio will be used in the Oregon state highway commission campaign to "Sell Oregon to America." Botsford, Constantine & Gardner agency here is handling the account.

UNSOLICITED

The editorial "Looking On And Listening In," on the front page of the Thursday, March 18th issue, sells me. Whoever wrote that column that day certainly hit the bulls' eye. That one article alone makes Radio Daily worth a year's subscription.

Most cordially,

CLAIR B. HULL
WDZ BROADCASTING COMPANY
Tuscola, Illinois

Enclosed is order for Radio Daily for one year and please bill us accordingly.

Of the sample copies, we have obtained three leads for the sale of blank acetate discs etc. and obtained two orders so far and the profits on these orders will pay for your paper for quite a time to come.

Very truly yours

MIRROR RECORD CORPORATION
by P. K. TRAUTWEIN, as Pres.-Treas.
58 West 25th Street, New York City

The only daily trade paper devoted exclusively to the better interests of commercial radio and television—

RADIO DAILY

1501 BROADWAY
NEW YORK, N. Y.

6425 HOLLYWOOD BLVD.
Hollywood, California



★ Coast-to-Coast ★



HENRY KING and his ork will be aired over WGN-Mutual for the first time on Friday, April 9, from the Empire Room of the Palmer House here.

Marian and Jim Jordan the first circus addicts of the spring season. The pair head for New York in a few weeks.

Lucille Long, Barn Dance contralto, back in town after three-week vacash in Florida and Nassau.

Alfred Wallenstein will wield the baton regularly over the Firestone concert ork beginning tomorrow.

Tony Koelker of NBC press dept. and Anne Courtney, formerly of same net, now Mr. and Mrs.

Jane Crusinberry, author of Mary Marlin, has been given a commitment by the WPA Federal Theater here to do a play.

"Two Hundred Meters and Down" a quarter-hour program dramatizing exploits of amateur radio operators, will be heard over WMAQ each Saturday at midnight, CST, following its premiere on April 3. The new show is written by Charles G. Bennett and sponsored by Hallicrafters.

Rowena Williams will be starred as soloist with the Mutual net show, "Your Parlor Penthouse," over WGN beginning April 25.

Ransom Sherman, pioneer radio comic, absent from the NBC networks since last summer and away from local air for more than two years, returns to emcee a new program, "Club Matinee," which will be broadcast from Chi studios daily except Sundays with a varied sked. Sair Lee, Canadian blue songstress; Robert Gately, NBC baritone, and Harry Kogen's ork will support.

Should be a grand re-union in Hollywood for Joe Gallicchio, vet NBC ork leader, when he rejoins Amos 'n' Andy show this week.

Glenn Wilbur Voliva's elaborate WCBD in Zion City went up in a blaze Friday at an estimated cost of \$35,000 when his religious tabernacle was also razed by flames.

Bill Haley, formerly of WCKY, Cincinnati, now heard on Pappy Cheshire's afternoon WBBM frolic.

Chas. Gilcrest, radio editor of the News, back from Central America.

"Melodies of Yesterday," 15-minute stanza with Herbert Foote, organist, and Ronnie Mansfield, vocalist, heard each afternoon on WBBM from the Edgewater Beach, clicked and goes network each Saturday hereafter over CBS at 5:45 p.m. CST.

HARRY LeBRUN, who with Ken French pioneered two-voiced news broadcasts and is still at it with Tide Water Associated Oil Co., recently volunteered and was used as blood donor in response to plea by Al Sigl, newscaster of the Gannett newspaper at WHEC, Rochester, N. Y. Incidentally, WHEC gives 9¼ hours weekly to newscasts, according to Ross Woodbridge.

K. G. Marshall, v.p. and g.m. of WBRC, Birmingham, is back from a Florida vacation.

Dismissal of Major W. E. Gladstone Murray as g. m. of Canadian Broadcasting Commission has been demanded by Ex-Prime Minister R. B. Bennett, because of a radio statement by Murray to the effect that CBC is pledged to make Canada bi-lingual.

Bill Phipps of KOMO-KJR, Seattle, took himself a wife.

Doug Grant, program director at WMT, Cedar Rapids-Waterloo, back on the job after a short illness. Charles F. Quentin, WMT technical supervisor, returned from Milwaukee area where he looked over engineering facilities preparatory to installation of some new equipment at WMT.

Eleven Baltimore federal savings and loan associations, constituting the Maryland Council of Federal Savings and Loan Associations, sponsored a "Buying a Home" program

over WBAL, hooking it up with their display at the National Home Show, which opened Saturday.

James R. Waters, radio dialectician, is in the new play, "Excursion," opening this week.

Lenny Strong, announcer at KLS, Salt Lake City, is the father of a girl.

Wayne Richards and **Ralph Hardy**, both former University of Utah men, have joined the announcing staff of KLS, Salt Lake City.

James Irving is the latest addition to the WTMJ, Milwaukee, announcing staff.

Gene Cook has succeeded **W. L. Doudna** as radio editor of the Wisconsin State Journal, Madison. Doudna has joined WHBL, Sheboygan, Wis.

WRJN's 10:30 p.m. news broadcasts, labeled for more than a year and a half the "Police Blotter," have been renamed "Five Star Final" to tie in with the latest edition of the Racine (Wis.) Journal-Times.

John Sheehan, former WGY (Schenectady) announcer, is pinch hitting for **Leo Bolley**, Tydol sports commentator. Bolley, with Mrs. Bolley, is on an automobile tour to Washington, Baltimore and Pinehurst. During his absence Sheehan interviewed Ellsworth Vines and Fred Perry, tennis professionals, before WGY's microphone.

★ ★ San Francisco ★ ★

Ralph R. Burton, g.m. of KJBS-KQW, back from a Washington trip in connection with application for power increase for KQW, San Jose, to 5000 watts.

Carleton E. Coveny, KJBS sales manager, resigned last week to become commercial manager of KFAC, Los Angeles. His duties here are being absorbed by **Ralph R. Brunton**, g.m. **Bert Van Cleve**, radio and ad exec, has joined the KJBS commercial department.

Ford Billings, g. m. of California Radio System, gave one of the shortest dinner speeches on record at the dedication of KYA's Oakland studios. It lasted 30 seconds.

Harry Delasaux is now chief mike-man for KYA in the Oakland studios. **William Gleason** is in charge of the Oakland KYA studios as CRS representative.

E. P. Franklin has been named

general operations manager for KJBS, coordinating operations of the commercial and production departments and directing personnel. **Wallace A. Gade** is the new program director.

C. R. Hampton has been added to the KYA sales staff, it is announced by **M. E. "Bob" Roberts**, manager.

Tom Wallace, southern California commentator, has had KYA added to his outlets. **Dr. Jayne's Vermifuge** is sponsor.

Dick De Angelis has joined the KJBS announcing and producing staff.

Ernie Smith has signed on a long-term contract for a new series of evening sports broadcasts over KYA. **Roos Bros. (clothing)** is sponsor. Smith also is handling the baseball games sponsored by General Mills.

M. J. MARA, president of Radio-aids, reports 28 stations sold within 10 days from the release of the firm's newest "aid," its Laundry Dry Cleaning series of disks.

I. G. A. disks are off the air in Southern California, following sudden folding of 62-year-old pioneer wholesale grocers firm of **M. A. Newmark & Co.** **Robert J. Davis**, manager of **Emil Brisacher & Staff** office, in charge of placing territory rights for trade name and campaign that goes with it.

Dave Weber, who did the radio star impersonations on the Burns & Allen anniversary show, has been signed as comic for **Superio Macaroni's** half hour variety show with **Jimmy Tolson**, m.c., going into its third week on KFAC. Studio audience sits at sidewalk cafe tables, eats spaghetti.

Western Auto Co.'s Outdoor Reporter program, with **Earl Wilcox** doing the talk, returns for its fifth spring and summer season, starting April 29. **Dan G. Miner Co.** is agency.

Following reorganization of **C. P. MacGregor Co.**, firm has added **KDON**, **WMBR**, **WIL**, **WGRC**, **KSCJ** and **KEUB** as transcription service subscribers. New accounts include series of dramatized announcements for **May Co.** and **Bullock's** department stores; **MODE O'Day** 1-minute and 5-minute announcements; series of 13 quarter hour programs for **Samaritan Institute** (**Logan & Stebbins**, agency); 6 shows for **Shell's** 1937 Selling Parade for **J. Walter Thompson**, **St. Louis** agency, and 52 15-minute programs, "The Art of Make-Up" for **House of Westmore** (**Heintz, Pickering & Co.**, agency).

Irv Brecher, writing entire **Gillette Razor** program, now at work on screen play, "New Faces" for **RKO Radio**.

Columbia System has re-arranged its lines, coming direct out of Salt Lake to Los Angeles, moved its line headquarters from San Francisco, and brought **Allen Cormack** here as traffic chief for coast.

On Tour
GLEN GRAY
and the
Casa Loma Orchestra
Management Rockwell-O'Keefe, Inc.
Radio City, N. Y. and Hollywood

**CONSOLIDATED
RADIO ARTISTS, INC.**

30 Rockefeller Plaza, N. Y. CO. 5-3580
CLEVELAND • CHICAGO • DALLAS • HOLLYWOOD

America's Leading Radio
and Dance Orchestras

BAND OF THE WEEK

RUSS MORGAN

Philip Morris Program
Tues. NBC Sat. CBS
8:00-8:30 9:00-9:30



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 41

NEW YORK, N. Y., WEDNESDAY, APRIL 7, 1937

FIVE CENTS

Tele Will Need Sponsors

26 ACCOUNTS REPORTED FOR 'WLW WIRE' HOOKUP

The "WLW Wire", definitely scheduled to start next Monday with the hookup including KQV, Pittsburgh, WFIL, Philadelphia, and WHN, New York, is reported as having 24 quarter-hour commercials set, plus two half-hour shows, making 26 commercial programs weekly.

The new affiliation is meeting with tremendous success and is now regarded as a natural from the sales point of view, according to John L. Clark, president of Transamerican Broadcasting & Television Corp., which put the deal through with

(Continued on Page 8)

Star Radio Programs Adds Ten Subscribers

Addition of ten stations to its list of subscribers is announced by Star Radio Programs Inc. Eight of the stations have taken the "Star Commercials", while two, WBTM and KRMC took the feature program "The Morning Bulletin Board".

Daniel C. Studin, vice-president of the firm, interprets the increased business at this time as indicating a prosperous summer season for the industry.

Draves to Handle Radio In Compton Adv. Agency

Lee Draves has been appointed business manager of radio department of Compton Advertising Inc., succeeding Felix Dyck Hoff, who has been promoted to manager of the newly established Chicago office. Dyck Hoff is now in Chicago arranging for office space. Draves has been a member of the Compton staff for several years.

Mike Fear

Philadelphia—When Bob Turner, who makes his living defying death in auto and airplane stunts, was interviewed over WDAS, he nearly fainted from fright at the sight of the mike. By clutching the mike and inhaling deeply, the movie daredevil regained his composure and saved the broadcast for announcer Jerry Stone.

Continue Canada Deal

Washington Bur., RADIO DAILY
Washington—Mutual Broadcasting System, Inc., Chicago, yesterday filed application with the FCC for extension of authority to exchange programs with CKLW, Windsor, Ontario, and through the telegraph office of Canadian Pacific Railway, Windsor, with Canadian Broadcasting Corp.

MUTUAL SYSTEM BIZ UP 11% FOR MARCH

Mutual Broadcasting System gross revenue for the month of March totaled \$212,861.07, an increase of 11 per cent over March, 1936.

Cumulative total for the first quarter gives MBS \$602,311.16.

Musical Artists Guild Re-elects Tibbett Prexy

American Guild of Musical Artists Inc. has re-elected Lawrence Tibbett, president. Other officers re-elected at the second annual meeting were Jascha Heifetz, Richard Bonelli and Alma Gluck, vice-presidents, and Frank LaForge, treasurer. New officers are Frank Sheridan, vice-president, and Queena Mario, recording secretary. Leo Fischer was reappointed executive secretary.

Lanny Ross, Ruth Breton, Richard Crooks, Frederick Jagel and Eve Gauthier were elected to the board of governors for a three-year period, and Deems Taylor and Alexander

(Continued on Page 3)

15-Second Wait Costs Canovas \$1,600 Weekly Out of \$1,750

11 Stations Are Added For Griffin NBC Show

Griffin Mfg. Co. has added 11 more stations to its "The Tic-Toc Review" program which starts on the NBC-Blue network, May 17, 7-7:30 p.m. Stations are WSAI, WTAR, WPTF, WSOC, WJAX, WFLA, WIOD, WFBC, WCSC, WNNC and WRVA when available. Birmingham, Castleman and Pierce is the agency.

Sarnoff Tells RCA Annual Meet That High Cost of Visual Programs Will Require Ad Support

RCA FIRST QUARTER 10% AHEAD OF 1936

RCA business for the first quarter of 1937 was estimated by David Sarnoff yesterday as being 10 per cent ahead of the same period in 1936. Net profit, after deductions, Sarnoff told the RCA stockholders, will be approximately \$2,200,000 for the quarter, compared with \$1,287,000 for the first quarter of 1936. This sum is an increase in net profit of \$900,000 over the same period last year. After allowing for the first quarter dividend requirements of \$808,000 on preferred stock, there remains \$1,391,000, equivalent to 10 cents a share on the common stock. Same quarter last year resulted in a

(Continued on Page 3)

Packard-Astaire Show Is Extended to June 1

The Packard Hour starring Fred Astaire has had its time contract extended until June 1, it was learned yesterday. Program is sponsored by the Packard Motor Car Co. over the NBC-Red network, Tuesdays, 9:30-10:30 p.m. Charles Butterworth and Johnny Green's orchestra, in addition to Astaire, make up the show. Young and Rubicam has the account.

Costliness of television, not only in its current experimental stages, but when in actual operation, will mean that support will really devolve upon the advertiser as it does in broadcasting, said David Sarnoff, president of RCA, at the annual stockholders' meeting yesterday afternoon. Sarnoff reviewed the various RCA activities, including broadcasting, communications, research and manufacturing.

Relative to broadcasting, Sarnoff stressed the progress made in supplying informative and educational as well as entertaining programs, while leading advertisers continued to take increased advantage of the NBC facilities to reach the public with business and industry messages. Fan mail of the RCA broadcasts of the Metropolitan opera reached a

(Continued on Page 3)

General Foods to Star Ripley in New Program

General Foods Corp. has picked up its option on Robert (Believe It or Not) Ripley and will star him in a new series of radio programs to begin before the end of the year. General Foods said Ripley would not

(Continued on Page 3)

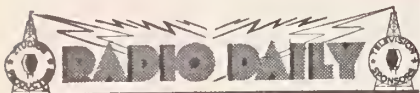
Renewing "Magic Key" For Indefinite Period

RCA on April 11 will renew the "RCA Magic Key" program for an indefinite period over 81 NBC-Blue network stations, Sundays, 2-3 p.m. Lord & Thomas has the account.

Efficiency Recess

Lord & Thomas agency requires members of staff to take a one-week Winter vacation (on the house), the idea being that the men thereby will be refreshed and better fitted for work until the usual summer holiday period. Tom McAvity, head of the radio department is currently inhaling the pine-laden air at Asheville, N. C.

(Continued on Page 3)



Vol. 1, No. 41 Wed., Apr. 7, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, 10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk and Verne Bailey, 6425 Hollywood Blvd. Phone Granite 6607.

Application for entry as second-class matter is pending.

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FINANCIAL

(Tuesday, Apr. 6)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	172	171	171 1/2	— 1/2
Crosley Radio	23	22 3/4	22 3/4	— 3/8
Gen. Electric	56 3/4	55 1/2	55 7/8	— 7/8
North American	26 1/4	25 1/4	25 1/2	— 1/2
RCA Common	11 1/2	10 3/4	11 1/2	+ 5/8
RCA First Pfd	75	74 1/8	75	+ 1/4
RCA \$5 Pfd. B.	(85 Bid)			
Stewart Warner	18 5/8	18 1/4	18 1/4	— 1/2
Zenith Radio	34	33 3/4	34	— 1/4

NEW YORK CURB EXCHANGE

Hazeltine	4 1/2	4 1/4	4 1/4	— 1/4
Majestic				
Nat. Union Radio				

OVER THE COUNTER

	Bid	Asked
CBS A	57 7/8	59 7/8
CBS B	57 3/8	59 3/4
Stromberg Carlson	15 1/2	16 1/2

New KOIN Program

Portland, Ore.—“Dot and Four Dashes”, new CBS Pacific network program originating from KOIN here, made its debut Friday and has received a favorable response. It goes on the air weekly, 1:30-1:45 p.m. PST. Cast includes Dorothy Rolfsness, James Riddell, Walton McKinney, Gail Young, Ed Secoure, and John Emmel at the piano.

Art Kirkham in “This and That” also is on the coast network thrice weekly, while two musical programs, “Rainbow’s End” and “Door to the Moon” are offered Sundays.

Austin Joins Kass-Tohrner

Charles Austin has joined the Kass-Tohrner radio productions office in the RKO Building in a executive capacity.

REEVES STUDIO RADIO TRANSCRIPTIONS

Noiseless Film and Wax Recording

ALL WORK GUARANTEED
1600 Broadway MEd. 3-1270 New York

RADIO EDITORS' FORUM

Second of a series of expressions by the leading radio editors of the country on the general subject of broadcasting.

By ROBERT S. STEPHAN

Cleveland Plain Dealer, Cleveland, O.

I HAVE no complaints against radio. I do not think a radio editor should complain. Rather, he should reflect his readers' reactions and, if possible, offer such constructive suggestions as he feels might aid the industry. So here goes:

COMEDY—We need more natural humor, less gagmen. The current back-slapping and feuds are sometimes tiresome.

APPLAUSE—Studio applause is acceptable if not forced. As a natural background it may have its place in such a series as General Motors concerts. But there should be a law against “applause signs” and “radio cheer leaders.”

RADIO SERIAL—The radio serial needs an uplift. Why not dramatize our good novels? Too many actors and actresses “double” and “triple” weekly on serial series. The dialer recognizes the voices and associates them with other characters outside the sketch to which he is listening.

DRAMA—Radio Theater leads. Yet in this series it has been demonstrated plays and casts must be chosen carefully. Weak plays can be instantly detected. Poor casting will injure a meaty play. Radio can be even more taxing than the theater. It is not “name” but acting ability which gets over the air.

MUSIC—The dance band with individual style and personable front is the “tops” today. Symphonic organizations are rapidly developing the needed showmanship which reaches the mass mind. Serious musicians discover music should not be played because it has been the custom to play it—but to play it for its appeal and entertainment value. In the serious field the short work is of most value in radio.

TELEVISION—Unless television is somewhere near comparable to sound

broadcasting it should not be overly ballyhooed. The public is of a mind to expect something big in the way of television.

PERSONALITY SINGER—The little girl who once sang about the moon is not so popular these days. Dialers are demanding good voices and musicianship rather than freak voices and styles.

LOCAL EVENTS—Networks have taken too much of the individual station's preferred time. Each station should have at least an hour across the board in time between 7 p.m. and 10 p.m. in which to stress itself locally by stressing community broadcasting.

COMMERCIAL—Best commercial bulletin on the air today is one so short it can not be dialed off. Bulletins should come at the beginning and end of a program. Networks should make some financial adjustment with affiliated stations which would cut down the “spot advertising” bulletin.

EDUCATION—All educational broadcasting should be “box office.” Just because a series is “educational” should not be the key which unlocks air time. We need more educational research rather than more educational air time at this point in radio's progress.

VARIETY—Producers should select their acts by listening to them unseen. What happens in the studio many times does not get to the air. Many stage acts are not good radio acts.

INTERVIEW—The air interview as an act is not good radio unless the interview is natural. Dialers detect when the person interviewed is not speaking his own thoughts. The “hero should always be himself.” If he makes a poor showing before a mike he should not be considered as interesting radio material.

All CBS Sustainings Are Listed in Booklet

CBS sales promotion yesterday published, as part of its regular monthly service, a complete list of all sustaining programs on the net. Sustaining list was a part of the monthly client list which CBS has been sending out in mimeograph form, now printed on gloss paper stock. List of sponsored and sustaining programs will be revised and issued monthly. Along with the new booklet a postcard was attached asking if you wanted to receive the information regularly, throw the card away, if not mail the card to CBS. A little reverse English.

N.Y.U. Sets Its Plan For Radio Workshop

New York University yesterday announced completion of plans for a six-week session of the Radio Workshop to provide training for persons wishing to enter the new fields of educational broadcasting. The course is to be conducted by the university in co-operation with the Radio project of the Office of Education, U. S. Department of Interior. All students enrolled will be given an opportunity to hear the ideas of the leaders in commercial and educational broadcasting. Plans are now being completed whereby the students will write and produce their own shows over one of the New York local stations.

COMING and GOING

WILLIAM MURRAY, head of the William Morris Agency radio department, returned from the coast yesterday.

PERCY HEMUS is back from Chicago.

DALE ROBERTSON, vice-president and general manager of WIBX, Utica, is in New York on business.

WILLIAM A. SCHUDT, JR., general manager of WBT, Charlotte, has returned to his office after a week's business trip to New York.

JOHN J. GILLIN, JR., of WOW, Omaha, will visit New York, Detroit and Chicago on business after attending the board of directors meeting of the National Association of Broadcasters.

HELEN MORGAN sails today on the Lafayette for Europe.

VIRGIL REITER of Transamerican is in Chicago for the rest of the week attending sales conferences.

FRANCO GHIONE, conductor, arrives tomorrow on the Rex.

WARREN and **DUBIN** will return to Hollywood on Friday. While in New York the team completed score for “Mr. Dodd Takes The Air,” new Mervyn LeRoy flicker which will star Kenny Baker.

Recommends Awards For Best Local Shows

While commending the work of the Women's National Radio Committee generally, Joseph J. Weed, station representative, is seeking to have the WNRC also take into consideration the outstanding programs being offered on some of the unaffiliated stations, or those that produce good shows for local audiences.

Weed stated that with over 600 stations in the U. S., many have worthy shows heard locally and that sub-committees of the WNRC might offer some recognition and encouragement to these programs. Non-network features have a definite value in communities, says Weed and if placed in nomination by the sub-committee, might result in obtaining national prominence and eventually go network.

Barnsdall Refining Shifts Midwest Show

Because the repeat program on the Rex Chandler show which CBS signed yesterday comes at 10:45-11:15 p.m., Barnsdall Refining Corp., will have to shift its mid-west program on April 18 to the Sunday, 7-7:30 p.m., spot using the same split CBS network. CBS contract with Barnsdall contained a two-week cancellation clause.

LEO SAYS:

When it comes to best bets Col. J. C. Flippen's original amateur hour still leads the field.

WHN DIAL 1010
AFFILIATED WITH
M-G-M-LOEW'S



TELEVISION NEEDS SPONSORS—SARNOFF

(Continued from Page 1)

new high by way of public appreciation, while next month, he predicted would again make radio history with broadcasts of the Coronation.

Television was making rapid strides Sarnoff said, pictures now being televised being about double that of the former 5½ x 7 inches.

Coverage of the U. S. with approximately 3 million square miles of territory and about 130,000,000 inhabitants presents a problem "more formidable" than in England, where the area is small and the population concentrated, he pointed out. Mentioning the government subsidy of television in England, Sarnoff was sure that reception would be free to the American home through private enterprise. Further technical improvement was necessary in transmission as well as reception, but as the improvements were made, costs should decrease and reduce the huge financial outlays now necessary in starting a nation-wide television service.

Sponsored tele programs were definitely a part of the future status of this new form of entertainment, stated Sarnoff, because the program service will be costly and support will devolve upon advertisers as it does in broadcasting. Before sponsors can be interested, however, it is necessary to provide a seeing and hearing audience. He pointed out that RCA equipment was second to none, that developments in England were based on RCA patents and reminded his hearers that CBS in re-entering the field of tele had purchased RCA apparatus.

RCA First Quarter 10% Ahead of 1936

(Continued from Page 1)

deficit of about one cent a share on the common. Sarnoff warned, however, that the first quarter business was not a sound basis for determining the profits of the entire year.

By a vote of 63 per cent of outstanding stock, directors were re-elected. Proxies were received from 56 per cent of stockholders, a higher percentage than last year.

1	9	3	7
4	5	6	8
10	11	12	13
14	15	16	17
18	19	20	21
22	23	24	25
26	27	28	29
30			

April 7
Greetings from Radio Daily
to
Walter Winchell
Charles Carlile

NEW PROGRAMS—IDEAS

"Current News Forum"

Successful in a three-month trial, "The Current News Forum" has been made a daily 11-11:30 a.m. feature over KUOA, Siloam Springs, Ark. Purpose behind the program is intelligent interpretation behind the daily news and it endeavors to interpret problems and questions which arise every day in the minds of persons reading the news. This is accomplished by inviting guests to the news forum who represent a cross section of community life. The regular staff consists of Dr. Henry F. White, economist, writer and historian, and Roger Cox of the Science and Mathematics department of the John Brown University. Various masters of ceremonies are used from time to time, and their duty is to keep the conversation running.

The program is entirely ad lib, but listeners write in with frequent question as to whether the program is ad lib or script. This procedure is followed: The master of ceremonies chooses a United Press bulletin and reads it. He then throws the forum open to the visitors who ask pertinent questions regarding the background, causes and effects. The staff of the news forum then comes into play with answers. It has been found best to use the same visitors for a period of time because after they grow more familiar with the microphone their questions become more spontaneous.

Trailer as Radio Studio

In connection with spots being sponsored by the Southern New York and Connecticut Trailer Show, to be held at the County Center, White Plains, April 8-13, a broadcast will be carried out by WFAS, from within a trailer, with the "home-on-wheels" acting as a broadcast studio. Saturday is the date chosen for the Exposition broadcast, with 9:45 p.m. as the tentative hour. An "on-the-air" explanation of "trailer-ing" will feature the pick-up.

Service Station Series

In a campaign being prepared by B. M. Middleton, sales manager of WFAS, White Plains, N. Y., and the J. Sterling Gatchell agency, Mayflower Stations Inc. (service stations) will sponsor programs in which listeners and motorists in Westchester County and lower Connecticut will have an opportunity to participate. Series starts in a week or so.

Business Federation Drive

Civic and Business Federation of White Plains Inc. has bought 75 station-break announcements over WFAS for the week of April 18 to precede "Federation Days," a pretentious event being held to promote retail trade in the city, which will be in holiday garb for the occasion.

Collegiate Tieup

Don Withycomb, g.m. of WFIL, Philadelphia, has arranged with eight colleges to substitute a radio script

in lieu of a composition assignment in the English course. Students are to submit a quarter-hour script weekly, the professor picking the best for station approval. John Clark, WFIL program chief, will select one of the scripts for incorporation in a "University Night" weekly program. Howard Lanin's band will supply college medleys for the programs.

Music School Series

A new series of programs, "Cavalade of Music," has been started by KLZ, Denver. The station has invited music schools, high schools and colleges to put on 15-minute musical programs. Each school is to build up its own program complete. Will probably build up a following from the schools, parents and relatives.

Tie-up With Schools

Tie-ups between WBNX and foreign language classes of schools, calling for a 13-week series of Saturday 11:30 a.m. broadcasts by students, have been made with six schools. German programs are set with the James Monroe High School, Hunter College High School, New York University, Hunter College, Samuel J. Tilden High School and Grover Cleveland High School, with others to follow.

WHO Starts 8 a.m. Sundays

Des Moines—WHO is now starting its Sunday schedule an hour earlier, at 8 a.m.

St. Louis Gospel Center's weekly Sunday Bible Broadcasting services is being piped to WMO from St. Louis by special leased wire.

First Babe Ruth Broadcasts

Initial broadcast, April 14, in the Babe Ruth series sponsored by Sinclair Refining over CBS will have boys from Barnard High School discussing baseball and football. On April 16, Doris Hillman of Horace Mann High School will tell why she prefers baseball to football.

Giveaways of 20 RCA Victor auto radios and 500 autographed baseballs are tied in with the series. Federal Advertising Agency has the account.

Philco Auto Radio Drive

Philadelphia—Philco has launched an auto radio drive for the spring and summer and is now distributing to dealers throughout the country an impressive collection of high-powered sales aids to be supplemented by radio, newspaper and billboard advertising.

On Tour
GLEN GRAY
and the
Casa Loma Orchestra
Management Rockwell-O'Keefe, Inc.
Radio City, N. Y. and Hollywood

ASCAP COMPLETES ITS NEW COMMITTEE

New Ascap Administrative Committee, formation of which was announced in RADIO DAILY yesterday, will have three additional members as selected by the board of directors. They are: Irving Caesar, Louis Bernstein and Walter Fischer. Herman Greenberg, long identified as a member of the Ascap staff, will become assistant to the general manager.

E. C. Mills, as mentioned will be chairman of the administrative committee and with Gene Buck, plus the members chosen yesterday, will supervise the organization's activities. John G. Paine, practically drafted for the spot as general manager, will hold a meeting today of the MPPA board and tell them he will accept the proffered post with Ascap. Also, he will recommend Harry Fox to be chairman of the board of the MPPA.

New setup definitely will relieve Mills of considerable detail work and leave him free to cope exclusively with the larger problems.

General Foods to Star Ripley in New Program

(Continued from Page 1)
be put on the air to promote "Post Toasties" and further that no product or network had been selected for the new show. Ripley is currently under contract to Standard Brands for the Baker's broadcast on Sundays over the NBC-Blue web, 7:30-8 p.m. Young & Rubicam and Benton & Bowles share the General Foods domestic advertising account.

Musical Artists Guild Re-elects Tibbett Prexy

(Continued from Page 1)
Smallens for one year. Frank Chapman, Charles Hackett, James Melton, Ernest Schelling, Don Voorhees, Fred Waring, Paul Whiteman and Efreim Zimbalist continue as members of board.

Yvette Rugel Renewed

Yvette Rugel, after some guest appearances with WMCA's "Howard Dandies," has been extended indefinitely on the nightly program. Carl Fenton's Orchestra supplies the music.

"BARON MUNCHAUSEN"

**JACK
PEARL**

RALEIGH and
KOOL CIGARETTES
WJZ-10 P. M. E.S.T.—Friday
NBC Network
Dir.: A. & S. LYONS, Inc.

NEW BOOKS

NOT TO BE BROADCAST, by Ruth Brindze. Published by The Vanguard Press, New York. \$2.50.

Here is a perfect example of what happens when a writer creates a mental ogre, hits on what seems a "sensational idea" for a book and sets out to prove her theories by corraling all the information (reliable and otherwise) that serves her ends and ignoring everything that doesn't. The fact that her contentions and supposed bugaboos could be exploded by just a fraction of the facts which she ignored seems to be of no moment to the author of this volume sub-titled "The Truth About Radio." Miss Brindze certainly must have heard about that popular expression, "The Truth, the Whole Truth and Nothing but the Truth." Nevertheless, she has conveniently ignored most of the truth in order to turn out a strained effort to make some sensational reading about radio.

The book presents a lot of academic material relating to supposed monopoly, influence of the radio, political interference, restrictions on matter delivered over the air, etc., etc. As proof of radio influence, the author says Roosevelt won his re-election by going on the air when the press was against him. But how about Father Coughlin, who did over twenty-fold more broadcasting, and with an equally forceful oratorical voice, yet in the showdown he was left high and dry by his listeners—proving that the public is not so easily swayed in wrong directions, and that it is able to recognize merit and reject the spurious.

Miss Brindze, in a one-sided, loudly prejudiced vein, writes 310 pages about what she thinks is wrong with radio. There are many persons who could write 3,010 pages on the good side of radio—but that wouldn't make a sensational book. Before Miss Brindze says anything more about misrepresentation and over-selling by advertisers on the radio, she should submit her book to an impartial board.

Enterprises of the size and scope of radio must expect to be periodically assailed by critics, fault-finders, axe-grinders, solons who make a bid for headlines by seeking to probe or legislate, and writers who will "debunk" anything and anybody from George Washington down. Miss Brindze set out to "debunk" radio, but her book is ten times more vulnerable to debunking. A hundred million radio listeners can't be wrong.

WGY Mail at Record

Schenectady—In an eleven-day period during March, audience mail response at WGY reached an all-time station record of 34,587 letters.



● ● ● Georgie Price is dickering with Young & Rubicam to fill the Jack Benny spot during the summer... Philip Lord's "We, the People" has been renewed for the fall—though bowing out during the summer... However, his other smash show, "Gangbusters," runs right through... John Mayo, former FDR announcer in Washington (and his reporting of the Lindbergh snatch via CBS remains an ether classic), has moved his family back to city and will stay here permanently... Ruthrauff & Ryan are talking to Paul Douglas about a baseball series... Jack Pearl will not have to be operated on, for which "Hooray!"... Louis Armstrong's contract is for 13 weeks with options running into two years... Vincent Lopez opens at the Paramount the 28th... Harry Richman is readying scripts for an air show to be announced within a fortnight... Al Goodman replaces Mark Warnow on the Hit Parade May 8.

● ● ● Mrs. Ted Lewis' charm bracelet has 64 different charms but the one dearest to her (and was made in gold especially for this purpose) is the CRUSHED top hat so symbolic of Ted... Mae Desmond auditioned at NBC yesterday... Announcer Bill Bailey has written six different shows with four now being considered at an agency... Eduardo G. Gonzalez, owner of the United Theaters in Porto Rico, is touring the NBC studios with Eddie Dukoff, taking a look-see before returning to his native land and opening a radio station there... Mann Holiner has been made permanent director of radio at Lennen & Mitchell.

● ● ● Reason for "Popeye's" fade from the nets was the high tariff placed on the rights by King Features... Wheatena is looking for another show... Buddy Clark's voice is the one heard while Jack Haley moves his lips in "Wake Up and Live"... When Consolidated Radio Artists close their books for the first year in business (July) it will show over \$2,000,000 of transactions by this firm... Kelvin Keech will be one of the three judges of the Eagle's beauty contest next week... NBCaster Jack Costello meds Mary Sullivan, non-pro of Minn., in June, leaving Bill Green his share of the bed... Ray Heatherton is flying from Boston to N. Y. for his airings because of show rehearsals there... Don Wilson's money-demand to re-appear on the Jack Benny show next fall may result in the announcing-stooge being off.

● ● ● National Ice auditioned Howard Petrie, Jack Costello, Bill Bailey, Ed Herlihy, Robert Waldrop and Jean Hamilton to fill Howard Clancy's spot. The job goes to Hamilton... Consolidated Gas holds announcing auditions today to fill George Hicks' job... Betty Glenn was called to Philly late last night to attend the funeral of a cousin... Benton & Bowles auditioned a dramatic show yesterday... Sid Gary got a wire from Milton Berle from Hollywood: "Heard you sing Laughing at Me stop order a piece of herring for me with onions love"...

● ● ● "Symphonic Rhythms" produced by Henry Souvaine of General Motors and General Electric fame, auditioned yesterday Dominico Savino's Ork, Thomas Thomas, Met audition winner, and a choir for possibly La Salle... Willys-Overland are holding an audition in Toledo with Kay Keyser's band... Donald Flamm reports that business at WMCA perked up when he took his trip so he'll leave again shortly!

GUEST-ING

PERCY GRAINGER, on Kraft Music Hall, April 15 (NBC-Red, 10 p.m.).

JOSEPH SCHMIDT and HELEN GLEASON, on General Motors show, April 11 (NBC-Blue, 8 p.m.).

DUDLEY DIGGES, SARA ALL-GOOD, ERNA SACK, LAURITZ MELCHIOR and JUAN DARIENZO's TYPICA BAND, on Magic Key of RCA, April 11 (NBC-Blue, 2 p.m.).

HENRY HULL, in a special radio playlet, "The Harp," by Arch Oboler, on Rudy Vallee's Varieties, tomorrow (NBC-Red, 8 p.m.).

DONALD DICKSON, LUCIA GRAESER and NEW YORKERS CHORUS, in addition to ETHEL MERMAN, on Sealtest Party, April 10 (NBC-Red, 8 p.m.).

BETTE DAVIS on Hollywood Hotel, April 16 (CBS, 9 p.m.).

CAPT. EDDIE RICKENBACKER and MAJOR AL WILLIAMS on Phil Baker show April 18 (CBS, 7:30 p.m.).

JACKIE HELLER, on the Ed Wynn program April 17, (NBC-Blue, 8 p.m.).

Doelger Beer to Use Radio

Peter Doelger Brewing Corp. (beer) will include radio in the advertising schedule this summer. Plans are now being completed by Carl Doelger and Lee Rousseau, former head of the radio department of Staples & Staples advertising agency.

KLS Show Joins CBS Net

Salt Lake City—"Sunday Evening on Temple Square," one of the oldest sustinings on KLS, has joined the CBS Pacific Network. Musical program is heard regularly at 10 p.m.

Congressional Studio

Washington Bureau of THE RADIO DAILY

Washington—The new Congressional Temple of Radio, addition to the old House office building, set apart for Congressmen to broadcast on Capitol Hill issues without having to travel to the broadcasting stations, is now in operation.

KCKN Audience Growing

Kansas City, Kas.—Reflecting increase in listening audience of KCKN, a February series of 26 ten-minute programs for a Household Magazine Recipe contest brought 881 entries, whereas in December a 24-time similar contest brought only 177 entries.

Curious About Radio

Tulsa, Okla.—An invitation by KTUL resulted in 2,502 high school seniors from this trade territory descending on the station Friday for a backstage insight. Turnout surprised the station and kept six of the staff busy all day.

WITH THE ★ WOMEN ★

By ADELE ALLERHAND

CLAUDINE MacDONALD, director and supervisor of NBC's "It's a Woman's World," whose radio background has a range that includes the executive and the actual broadcasting, is known to other women as one of the few femmes whose air voice is an auditory treat.... She attributes it to pitch.... Believes that the gals sound didactic and condescending through the mike when they let their higher registers rule.... She proved it by letting her own resonant contralto climb, without losing the thread of the conversation... believes that radio audiences belong in the studio at some broadcasts, not all... but says she detaches herself from them while on the airen... Prefers to address her observations to an intimate group of 2 or 3 people, in theory.... Actually talks to millions.

Mary Dietrich, NBC warbler, a laryngitis sufferer who wishes singers could have compound fractures instead of throat difficulties.... Isabel Manning Hewson of WFIL-Mutual's "Petticoat on the Air" is lecturing at women's clubs and parent teacher associations in the Philly area on current topics and the perennial one of charm.... Lily Pons returns to the Kostelanetz fold April 14 at 9 over WABC.... Jean Dickenson, Denver soprano, was greeted by the mayor and did a broadcast from the station, when she returned home.... Martha C. Carlson of the NBC stenographic set drew Social Security card No. 26,000,000, with Frances Perkins making the presentation, broadcast yesterday over the NBC-Blue.

Fred Allen will audition Fanny, the goose... the feathered phenomenon just negated \$50 a week offer to tour department stores. Prince and Princess Chichibu yesterday made a tour of the NBC studios, accompanied by Ambassador Saito.... His Highness tried out his voice over the mike in Nipponese and English and viewed a 20 minute demonstration of television including picture of his arrival at Penn station.... Paula Trueman of "You Can't Take It With You" to do guest-shot on Thursday's "Theater Guide" over WINS.... Irene Delroy is Pat Barnes' air guest on the Friday "Opera House" broadcast.

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:
No. 18 of a Series

WCOA — PENSACOLA, FLA.

500 Watts Day—500 Watts Night—1340 K.C.
(Application pending for 1000 watts)

JOHN H. PERRY
President

GEO. C. WILLINGS
Vice-President

HENRY G. WELLS, Jr.
Station Manager

WCOA was established by the City of Pensacola in the early days of radio, and was one of the pioneers in this field in the South. It was sold in 1932 to J. H. Pace, and complete new equipment purchased and elaborate studios erected in the San Carlos Hotel.

In 1935, WCOA was purchased by the News-Journal Co., publishers of the Pensacola News and Pensacola Journal. From this time on, the station has made rapid strides in becoming one of the leaders in radio broadcasting in the South. The purchase of new and better equipment, changes in programs and personnel, and affiliation with CBS have all contributed to the continued prosperity enjoyed by WCOA. Studio "A" is equipped to handle orchestras and large gatherings without crowding and Studio "B" was constructed for individuals or small groups of artists. In addition, WCOA has a specially equipped audition room for use of its advertisers.

The merchants of Pensacola use WCOA extensively for advertising and its facilities are constantly used by local civic organizations. The majority of the Columbia network programs are sent out over WCOA to listeners in two states. In addition to its Columbia and local programs this station offers the rich musical library of the NBC Thesaurus transcriptions to its listeners. WCOA is the only station giving complete primary coverage to West Florida and Southern Alabama.

WCOA runs a full page Radio Guide with feature pictures in the Pensacola Sunday News-Journal, giving information concerning its outstanding commercial and sustaining programs to be broadcast the following week. The daily programs are carried in three of the John H. Perry chain of newspapers, Pensacola News, Pensacola Journal and Panama City News-Herald.

Under the station management of Henry G. Wells, Jr., WCOA has become a dominant factor in the large territory which it serves. Perhaps the most outstanding feature is the phenomenal increase in business for the first two months of 1937 as compared with the same period in 1936. Revenue from national and spot business increased 252 per cent while network programs showed a 502 per cent increase.

ORCHESTRAS - MUSIC

DOLLY DAWN and George Hall supplement their own newest recordings by personal appearances on the "WINS Matinee Frolic" this afternoon, 4:30-5.

Paula Kelly replaces Joan Cavell as featured warbler with the Dick Stabile ork at the William Penn, Pittsburgh.

Leonide Massine, director of the Monte Carlo Ballet Russe, makes his only radio appearance in America on WQXR's "Music and Ballet" hour 9-9:45 tomorrow night, as the guest of Irving Deakin, conductor of the program.

Harold Madsen, once associated with Walter O'Keefe in New York, Richard Cole at Chi's Palmer House and Phil LeVant's Band, has joined the Paul Christensen musical ensemble at Omaha's Hotel Paxton. He vocalizes and plays the guitar and trumpet.

Jimmy Lunceford's first theater date, on his return from abroad, is

set for the week of April 16 at the Nixon-Grand, Philadelphia.

Frank Black and the NBC Orchestra present two new American compositions in their world premieres, Hans Spialek's "Manhattan Watercolors" dedicated to radio broadcasting and "A Gosling in Gotham" by Arthur Lange, on April 8, 8:45-9:30 p.m. over the NBC-Blue. Spialek and Lange are prominent pillars of the musical colony in Hollywood.

Ken Burton and Walter Craig, producer of the Chevrolet show, have co-authored a ditty framed as a musical question, titled, "How Can It Be?" Rubinoff introduced it on the Sunday broadcast.

Maestro Jesse Stafford and his band, featured at the Lake Merritt Hotel in Oakland, Cal., inaugurated a series of programs over KYA Sunday night at 8:30, direct from the hotel.

Ruth Donne and her instrumental

★ F. C. C. ★ ACTIVITIES

HEARINGS SCHEDULED

May 6: Advertiser Publishing Co., Ltd., Honolulu. CP for new station. 1370 kc., 100 watts, unlimited.

Fred J. Hart, Honolulu. CP for new station. 600 kc., 250 watts, unlimited.

Central States Broadcasting Co., Council Bluffs, Ia. CP for new station. 1500 kc., 100 watts, unlimited.

Sioux City Broadcasting Co., Sioux City, Ia. CP for new station. 100 watts, 250 watts LS., unlimited.

C. W. Corkhill, Sioux City. CP for new station. 1420 kc., 100 watts, unlimited.

APPLICATIONS RECEIVED

Southern Minnesota Supply Co., Mankato. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

KSTP, National Battery Broadcasting Co., St. Paul. Auth. to transfer control of corp. from Lytton J. Shields, deceased, to First Trust Co.

APPLICATIONS RETURNED

Evanston Broadcasting Co., Evanston, Ill. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

Champaign News-Gazette, Inc., Champaign, Ill. CP for new station. 39700, 39900, 40800 and 41400 kc., 2 watts, unlimited.

Ralph Perez Perry, Guayama, Puerto Rico. CP for new station. 630 kc., 250 watts, unlimited.

APPLICATIONS RECEIVED

NBC, New York. CP and license for new relay station to transmit special program June 8 from U.S.S. Avocet. 6425, 8655, 12862, 17310 kc., 1000 watts.

trio are being aired nocturnally over WBNO from the St. Charles Bar, New Orleans.

Johnny Green of composing and orchestra fame penned a new tune during a five-minute recess at a Fred Astaire rehearsal last week, and will release it under the moniker of "Five Minutes Alone".

Maestro Jimmy Poyner and his ork, an aggregation of North Carolina's favorite collegians, who will appear regularly on the campus for extra-curricular events until commencement, will be heard in a series of late-hour broadcasts over WPTF, Raleigh, N. C. from N. C. State College throughout the spring.

C. M. Tremaine, Secretary of the National Music Week Committee and Mrs. Elmer James Ottaway, vice-president of the National Federation of Music Clubs, will officially announce National Music Week (starting May 2) in a broadcast tomorrow, 7:30-7:45 p.m., over the NBC-Red network.

Peter Van Steeden, batonist of "Town Hall Tonight", observes his second anniversary as musical head of the program with the Wednesday the 14th broadcast.

At the Rainbow Grill Emery Deutsch

and His Orchestra

Unusual, Romantic Music

CBS Artist Bureau

Management Rockwell-O'Keefe, Inc.
Radio City, New York and Hollywood

San Francisco

Reiland Quinn, KYA production manager, has sold nine plays to sponsors of NBC's "First Nighter," heard coast to coast.

Harry Rogers, program director of KYA, a former newspaperman and lawyer, says radio has won him over permanently.

Walter Rudolph, musical director of KYA, has a personal library of more than 47,000 orchestrations.

Harry F. Anderson, sales manager at NBC, was the featured speaker last week at joint meetings of Business Administration classes at the University of Washington, Seattle.

Wallenstein Is Signed As Firestone Maestro

Alfred Wallenstein, the WOR classical music conductor, has been signed to be the permanent conductor of the "Voice of Firestone" concert programs on the NBC-Red network, Mondays, 8:30-9 p.m. Wallenstein recently received honorable mention from the W. N. R. C. for his WOR musical programs. Richard Crooks and Margaret Speaks are featured on the Firestone program.

WHIO Interview Coup

Dayton, O.—When Mrs. Martin Johnson said she couldn't accept an interview invitation from WHIO because she was in a wheel-chair and also had a string of engagements, Ron Gamble, WHIO special features announcer, used his ingenuity and ran a line to her luncheon table. Mrs. Johnson, appreciating the coup, responded for WHIO listeners.

Want Ad Department

A "Classified Column of the Air" was started last week by KXBY, Kansas City. Any kind of ad, such as found in newspaper classified columns, will be accepted. Rate is 2 cents a word, with a 50-cent minimum ad.

Fish Weighing

Bruce Quisenberry, WMBH program director and Talk of the Town announcer, recently weighed a fish on the downtown streets of Joplin, Mo.

The question arose as to whether or not a fish weighed anything in the water. So the argument waxed and was settled by the public weighing, with a large crowd present to see the argument settled. The fish weighed as much in the water as out. Next step is to see how much more a man weighs after a big steak.

☆ Coast-to-Coast ☆

C (Charlotte) program director, will introduce one of the best-known equine stars in Hollywood at a Junior chamber of commerce luncheon today. Honor guests at the luncheon will be Hoot Gibson and his horse Rowdy.

Kay Brinkler, former dramatic artist at KOMO-KJR, Seattle, is now playing leads in the radio serials starring William Farnum.

Byron Fish, of the production staff of KOMO-KJR, Seattle, is placing some of his drawings and humorous essays in national magazines.

WSOC, Charlotte, had a couple of very unusual broadcasts last week. One was from a carnival midway where an operation on a lioness was aired. The other was in connection with the bond election for enlargement of the city water works.

Program Director Turner F. Cook and Chief Announcer Warren Greenwood of WMAS, Springfield, Mass., have started a new series of educational questions and answers entitled "Answer Me This!" It goes on Mondays at 2.

Hillis W. Holt, chief engineer at WSPR, Springfield, Mass., has been granted a three months' leave of absence to go to Atlanta to make changes in a radio station there. Clifford Hansen takes his place as chief engineer and Russell Pinney will be substitute operator.

Mrs. Moe Bowers, head of the continuity department of WMAS, Springfield, Mass., is the mother of a son. She is known to radio audiences as Ethel B. Henin, broadcasting home programs.

Lyle DeMoss, program director of the KFAB-KFOR, Lincoln, was elected president of the Lincoln Exchange club, new service clubs.

WHBY, Green Bay, Wis., has underway a half hour amateur contest on Monday evenings for announcers with an announcer's job as the first prize.

WHA and WLBL, Green Bay, Wis., are presenting a series of programs designed for parents and teachers each Thursday, 5-5:15 p.m. C.S.T., under sponsorship of the Wisconsin Education association.

A series of mystery thriller serials is being presented over KLZ, Denver, five nights weekly. Each yarn has five installments, with the solution remaining dark until Friday's broadcast. Program, sustaining, put on by KLZ Players, including Ernest Robinson, Lawrence Miller, Paul Keith,

George McCool, Mildred Jackson, and C. J. Sorenson. Directing is William Foulis.

Lyle DeMoss, man on the street at KFAB, Lincoln, for Kentucky Club tobacco, still makes Saturday noon calls to different towns and uses the local populace for audience. Gag has been going for a long time and has boosted the "street" listeners considerably.

Earl May, owner of KMA of Shendoah, Ia., has arranged with the Department of Agriculture to present a series of soil conservation programs over the station.

Floyd Gibbons, radio comentator, author, etc., is gazing movie-ward.

Earl Harper today broadcasts over WNEW the seventh and last baseball game by direct line from Florida. Boston Red Sox and Newark Bears will clash.

Jerry Baker has taken a leave of absence from Billy Glason's WMCA Sunday "Fun Fest" to do a bit of night club work. Paul Smith also has left the cast. They will rejoin later.

Walter Cassel, who once sang over WOW but is now in Hollywood doing movie and radio work, made a recording at the Warner Bros. studios for WOW's 14th anniversary.

Harold V. Hough, owner of KTOK, Oklahoma City, which joined the Mutual network last week, expects to have his station in new studios in the near future. J. R. Whetsel is manager and W. E. Robitsek commercial manager of KTOK.

Ed Sprague's new 11:10 p.m. sports commercial on WCAE, Pittsburgh, officially starts April 12.

Eddie Gallaher, sports-network announcer at KTUL, Tulsa, made his first hole in one the other day. Ralph Rose Jr., KTUL musical director, verified the shot.

Juan Ricardo, romantic baritone discovered two years ago and placed in special training by Harold Fair, program director of WHO, Des Moines, has garnered a big fan following since he made his professional debut last month over WHO under sponsorship of Cownie Furs Inc.

Rosa Rich, new soprano, makes her local radio debut tomorrow on WFIL. She joined the station staff after some work in the Carolinas.

George Thomas of WHAT, Philadelphia, is collecting swing records and already has 300.

NEW BUSINESS

Signed by Stations

WMAS, Springfield, Mass.

Week's Leather Store, twice-weekly spot series in Transradio News Broadcast.

WWSW, Pittsburgh

Fort Pitt Brewing Co., baseball scores twice daily, placed through W. S. Hill Co.; Max Azen (furrier), thrice weekly "Professor Yes 'n' No," formerly sponsored by Yellow Cab.

Radio Boosts Theater Biz

Detroit—Using a five-station hook-up emanating from WXYZ here, Michigan Theater with "Waikiki Wedding" did a Sunday gross of \$8,000, second highest record for the house. Idea is to be repeated.

WNEW, New York

Wallraff Co. (household appliances), Newark, 13 weeks, spelling bee, Wednesday and Thursday, 9-9:30 p.m., through Scheer Advertising Agency.

WMCA, New York

Alexander's Dept. Store, "Quizdom Court", from Park Plaza Theater, Friday nights; Michaels Bros., "Gerald Griffin's Paramount Hour" from Brooklyn Paramount Theater, Friday nights; Carl H. Schultz Corp. (celery tonic), Nick Kenny's Children's Parade, Saturdays; United Drug (Rexall), five 15-min. disks; Remington Rand, renewed "Five Star Final", nightly and Sunday; Armin Varady Inc., Ted Weems' Orchestra on Sundays from Chicago, also four 5-min. daily spots.

Philharmonic Concerts Ending

CBS will end its current series of New York Philharmonic Symphony concerts April 26 and will return to the air in October for a season which will run two weeks longer. Concerts are not available for sponsorship.

Animal Rescue Broadcasts

Des Moines — Animal Rescue League presents three broadcasts on WHO next week, Tuesday, Thursday and Saturday, under auspices of the American Humane Ass'n in observance of "Be Kind to Animals Week."

Technical Checkup

Tulsa—More accurate technical checking and attention to all studio and local programs aired over KVOO, has been ordered by William B. Way, manager of the station. In line with these instructions, Howard Hamilton, engineer, has been placed in complete charge of set-ups for orchestras, bands and local productions. Hamilton, besides being an engineer, is a musician and organist. He will work with the production department in an advisory capacity.

COMMENTS

On Current Programs

Lux Radio Theater

With one of the most imposing air cast presented to date, Lux regaled listeners with an unusually fine performance of "Farewell to Arms" over CBS on Monday at 9 p.m. Clark Gable, Josephine Hutchinson, Adolphe Menjou, Jack La Rue, Lionel Belmore and Doris Lloyd were principal players. As an incidental feature, Cecil B. DeMille presented Courtney Riley Cooper in a little talk on criminology.

Edwin C. Hill

"The News Parade," latest addition to the commenting stints of Edwin C. Hill, put on as a Monday to Friday feature at 12:15 p.m. over CBS under American Tobacco sponsorship, is in the trend and style that have made Hill one of the top talkers of the air. Current highlight news topics, an occasional personality note, a brief remark of a commercial nature to give announcer Andre Baruch an opportunity to expand on it later, and the customary Hill "human touch" comprise and characterize the program. For this noon spot, a slight but not too pronounced effort is made to interest women in particular. Both material and Hill's delivery lend themselves to easy receptivity.

Voice of Firestone

Taking the place of Richard Crooks, who was ill, Frederick Jagel brought a fine tenor voice to Monday night's Firestone program over the NBC-Red network at 8:30 p.m. The young Metropolitan opera star has a most likeable singing personality. Alfred Wallenstein did grand service in conducting the orchestra.

"Pioneers of Science"

This series, though its scripts do not always realize the full possibilities of their subject, is one of the more interesting of the serious programs to be heard over WHN. Last Thursday night's program, 7:30-8 p.m., was the story of Lady Montague, titled "Lady of Letters," who introduced inoculations against smallpox in England early in the 18th century and was at first roundly condemned for it, later won vindication. Dramatization came through quite well despite evident limitations of time and facilities.

Bing Crosby

Another former "just-a-crooner" who is fast becoming a smart showman, Bing Crosby had another unusually diverting program on the air last Thursday night at 10 over the NBC-Red. Highlight was John Barrymore in a chummy exchange of dialogue topped off by a bit of Hamlet. It sounded like a very different Barrymore, but a good radio bet. Also among the guests were Amelia Earhart, her husband George Palmer Putnam, June Travis of the flickers, and others.



HILDEGARDE

Sustaining

NBC-Blue, Saturday, 10-10:30 p.m.

DISTINCTIVE AND TALENTED VOCALIST IN WELL-DIVERSIFIED PROGRAM.

This Hildegard damsel, in her own little way, is fast becoming one of the air's best singing artists. She has talent, a genuinely individual style, and a most ingratiating style. Though her forte seems to be in the line of plaintive numbers, such as "Wanted," "Why Was I Born" and "Let's Call the Whole Thing Off," all included in her last broadcast, she also did highly entertaining tricks Saturday with a German novelty number. Real, unforced artistry. The orchestra background provided by William Wirges aided the singer considerably.

Radio Writing Course At Iowa State College

Ames, Ia.—A course in radio writing with broadcasting practice over the college station, WOI, has been inaugurated at Iowa State College here under the direction of the Technical Journalism Department. In the classroom work the qualified students learn to write informational talks, dialogues and interviews. As a laboratory the students have taken over the broadcasting of news eight times a day from WOI, editing the news as it comes from a press service teletype printer and announcing it. News broadcasting consists of six 3-minute periods, one 10-minute period and one 15-minute period each day.

A small studio and a teletype printer have been installed in the Technical Journalism Building. Prof. Blair Converse, head of the Technical Journalism Department, and Prof. Richard W. Beckman are in charge of the new course.

KMA Adds 2 Sustainings

Shenandoah, Ia.—Two new sustaining programs have been added by KMA. "Barn Dance Frolic," 9-10 p.m. Saturdays, has "Uncle" Carl Haden as emcee, with Howard Chamberlain, Geraldine Hansen, Aaron and Caroline Campbell, Buster and the Boys, Mickey Gibbons, "Five in a Row", the Crouse Twins and the Novelty Aces.

Other program is the "Early Risers", 5:30-6:30 a.m. daily, with Haden, Fred Greenlee and Cy Rapp in charge. Mary Jane and Buster, the Campbells, the Crouse Twins and early news flashes are included.

"CURFEW SHALL NOT RING TONIGHT"

Sustaining

KHJ-Mutual Network, Saturdays, 9:30-10 p.m.

OLDTIME MELODRAMAS BRING SOME REFRESHING AMUSEMENT TO DIALS.

Disarming in aged contents as well as in production handling, the newly inaugurated Gas Light Theater series ought to provide satisfactory delight to listeners seeking a touch of something different and amusing in the run of drama. Using stars of the silent films, including William Desmond, Creighton Hale, Joe DeGrasse, Minna Durfee and others, the first of the highly hoked mellers of the 90's was roundly and robustly diverting.

Merchants Cooperate In WFAS Civic Series

White Plains, N. Y.—E. K. Dawson, in charge of special features programs for WFAS here, making his headquarters at the Hotel Majestic, Port Chester, where he is arranging details of a series of Port Chester Civic programs to start soon over WFAS under cooperative sponsorship of merchants and business men of the Sound village. The programs will feature prominent residents and officials.

WNEW Spelling Bee

A spelling bee conducted by Ted Webbe is being added today to the "Question Mark Time" programs over WNEW from the stage of the Paramount Theater, Newark. The "bee" will be aired Wednesdays and Thursdays, 9-9:30 p.m. Webbe continues his "Man on the Street" series.

Gain 500 New Dealers

Milwaukee — Quality Biscuit Co., sponsoring Russ Winnie's "Sidewalk Reporter" at 12:45 p.m. daily except Sunday over WTMJ, reports that the series brought 500 new dealers in Milwaukee alone, increasing distribution outlets 38 per cent. Sponsor has renewed for a year.

Too Many Phone Calls

Newport News, Va. — Due to the tremendous telephone response to "Parties Around Town," nightly dance feature on WGH, the phone requests have been discontinued. Only postal card requests are taken.

Night Baseball on KIRO

Seattle — Sponsored by General Mills (Wheaties), night baseball is being carried again starting May 25 by KIRO as the only broadcast of professional ball in this state. Leo Lassen is behind the mike.

Coming Events

Today: National Association of Broadcasters spring meeting of board of directors, Hotel Washington, Washington, D. C.

April 9: Press Photographers' Ass'n of New York Eighth Annual Dance and Entertainment, Hotel Commodore, New York.

April 26-28: Association of National Advertisers, semi-annual meeting, Hot Springs.

April 29-May 1: 20th Anniversary Convention of the American Association of Advertising Agencies, Greenbrier Hotel, White Sulphur Springs, W. Va.

May 2-9: National Music Week; David Sarnoff, chairman.

May 3-5: Eighth annual institute for education by radio, Ohio State University, Columbus, O.

May 10-12: Institute of Radio Engineers Silver Anniversary Convention, New York.

May 14-30: Syndicate Professionel des Industries Radioelectriques 14th Annual Salon, Palais Neo-Parnasse, Paris.

May 15-18: Second Annual Congress of Colonial Broadcasting of National Federation of Radio Mfrs. of England, Paris.

May 15-31: Radio and Television Fair, International Exposition Grounds, Paris.

June 1-10: Radio-television exposition, Moscow.

June 14: American Federation of Musicians' annual convention, Louisville, Ky.

June 20-23: Advertising Federation of America's 33rd annual convention, Hotel Pennsylvania, New York.

June 21-24: American Institute of Electrical Engineers' convention, Milwaukee.

June 21-24: Summer Convention of the Canadian Electrical Convention, Banff, Alberta.

Emerson Drug Placing Spot and Show Series

Emerson Drug Co., Baltimore (Bromo-Seltzer) through J. Walter Thompson, is placing a series of spot announcements and quarter-hour programs. Client is interested in stations in Philadelphia, Boston, St. Louis, Pittsburgh, Detroit, Chicago, and New York. Spot announcements are already running on WMCA with WJJD to carry quarter-hour sport broadcasts with baseball statistics, seven days weekly, beginning with the baseball season.

ADOLF SCHMID

Conducting—Orchestration

INSTITUTE OF MUSICAL ART

JUILLIARD SCHOOL OF MUSIC
New York City

26 ACCOUNTS REPORTED FOR 'WLW WIRE' HOOKUP

(Continued from Page 1)

WLW and is acting as sales representative.

Sales activity now being carried on in Chicago indicates that more accounts will be added by the time the program schedule is set. Doubtful if a complete list of the commercials will be made public for the time being. Transamerican figures there is no use in having clients bothered with counter propositions by other webs or stations.

Considering the 26 shows already set commercially, and the sustaining and other activity to be added, "WLW Wire" gives every indication of a busy proposition. A possible 50 or more shows may be on the hook-up within a very short time.

NAB to Set Convention

Washington Bureau of THE RADIO DAILY

Washington—NAB directors will definitely set the date of the annual NAB convention at today's executive meeting. James W. Baldwin, managing director, told RADIO DAILY yesterday.

Claims Program Never Aired

Washington Bureau of THE RADIO DAILY

Washington—FCC Council yesterday listened to Samuel Mogelewsky, New York clothier, testifying that he had paid WARD, Brooklyn, for a program which was never aired. The program was to have originated from the clothier's store, but he stated he was later informed that no broadcast had been aired. Instead, the time had been used by a fish concern.

Chairman Anning Prall directed Mogelewsky to produce records of the transaction before the commission today.

At present WARD is seeking facilities on 1400 kc. WLTH, WVFV, WBBC and WEVD are also attempting to receive permission to use same waveband.

WJBW Action Delayed Again

New Orleans—Hearing on the injunction which Southern Broadcasting Company Inc., lessors of WJBW, is asking to restrain Charles Carlson, station owner, from continuing certain alleged interferences with the operation of the station, has again been postponed at defendant counsel's request.

ONE MINUTE INTERVIEW

JAMES P. BEGLEY

"No matter how talented the radio artist, he requires, I would say, a minimum of two years' practical training to arrive at the elements of radio technique. And yet, hundreds of radio artists trust their success to the public and expect recognition while they are still sophomores."

★ PROMOTION ★

Listener Checkup

WWL, New Orleans, as a means of checking number of daytime listeners, is announcing daily an original radio game to be sent to any one submitting name and address.

Illustrated Weekly Programs

The weekly programs of KLZ, Denver, mailed to persons requesting them, have been dressed up with pictures of announcers and highlights of the week's programs now appearing on the front of the folder. Five thousand are mailed each week.

KRNT Plugs Higher Power

A full-page illustrated ad in the Des Moines Sunday Register was used by Iowa Broadcasting System to publicize KRNT's increase to 5,000 watts power, against 1,000 formerly. Fine layout, with a photographic kaleidoscope of the radio attractions, plus some pertinent reading matter and dialing instructions, made the ad attractive as well as informative.

Cartoon Publicity

A series of daily cartoons in the Kansas City Journal-Post is being run by WHB as a medium of advertising the station. Gags used are supplied by Al Stein, local undertaker and comedy writer. Gene Thornton is the cartoonist.

Invite Program Ideas

Collins Driggs, organist on "Eta Alpha Programma," first program of the day, 7-7:30, over WDRC, Hartford, has been conducting a "program directors' contest." Listeners have been asked to submit complete programs for use during this organ broadcast. Many replies have been received from persons throughout the area served by the station. Each Saturday the winning program is played over the air and the winner is awarded a handsome electric clock. There are also two honorable mentions. Listeners have been very enthusiastic about this idea, mail pouring into the station every day.

Madeline Brennan Joins WOR

Madeline Brennan, feature writer for newspapers and magazines, has been added to the WOR sales department. Miss Brennan will act as staff writer and assistant to Joseph Creamer, sales promotion chief of WOR.

"Young Hickory" at New Time

"Young Hickory" will be heard a half hour later beginning Monday, when it will be broadcast over the NBC-Blue network at 5:15 p.m. Formerly heard at 4:45 p.m., the serial will continue to be broadcast Mondays through Thursdays.

Sinister Circular

"Famous Jury Trials," from WLW, heard in East via WOR, Mondays 10-10:45 p.m., is now sending out promotional pieces calling attention to the program, sponsored by Mennen & Co. First to hand is a blood-like red ink smeared cardboard with a shoe-lace strung through it, a shoe-lace being the "death weapon" used by the culprit concerned, in next broadcast.

Note to Mennen; How about the other shoe-lace?

KANS Coverage Map

After much surveying and compiling on the part of Manager Herb Hollister, KANS of Wichita has issued its new coverage map. The station's new field intensity meter was used in the latest survey.

Millions of Salesmen

On the back page of one of its recent promotion pieces, citing results of various programs, Iowa Broadcasting System ran the following:

WE KNOW A SALESMAN

We know a salesman who never makes a call unless he is invited. Yet he is such a personable fellow that he has been invited—and welcomed—into thousands of homes in the cities and on the farms. He has never held a door open with his foot, never had to wait in a reception room, never written for an appointment, never rung a doorbell. When the day's work is done, and families are assembled in the privacy of their homes, he is summoned to speak his piece before them. He is a tireless worker—on the job nineteen and a half hours a day, seven days a week. And he is lightning fast—often calling on thousands of prospects within an hour. He carries out his boss' instructions to the letter—and works for a mere pittance per home.

Maybe you think there is no such salesman. Well, there is. What's more, we are in position to put you in touch with several thousand like him. They are the 690,994 radio sets of 4/5ths of Iowa, plus a portion of Minnesota, Wisconsin, Illinois and Missouri.

"This is—the Iowa Broadcasting System."

KTAT Race Broadcasts

Ft. Worth—Broadcasting of results from the major racing tracks, plus tidbits of gossip, will continue over KTAT through the 28 days of the Arlington Downs meet. The 15-minute programs go on at 5:45 p.m. daily, sponsored by Tim O'Hara, noted handicapper. Len Finger, KTAT's ace sports announcer, does the scripting and splicing.

Libby Hall Gets Spot

Libby Hall, blues singer, heard Fridays on the Inter-City Express, will start her own spot today at 8:30 p.m. Miss Hall has been at WMCA for the past year.

15-SECOND WAIT COSTS \$1,600 WEEKLY TO ACT

(Continued from Page 1)

ing upward upon options being taken up. Meantime Bestry signed the Canovas to appear in the Jack Benny film, "Artists and Models", and they had to leave for the coast last week. It was understood that there would be no charge for the line reversal, but a 15-second wait would be necessary in an ordinary reversal.

Agency official held a stop watch and said to himself, "Take it away Hollywood" and the second hand ticked off 15-seconds. It seemed like a year, especially for the middle of a program. It was decided an instant reversal was imperative when the Canovas were announced from the New York studios. Instant reversal by the A.T. & T. entails a cost of \$1,490. Production man to handle the Canovas, paid for by the act, cost \$100 weekly plus transportation both ways New York to Hollywood, running the bill into a round \$1,600 average, in fact a little more. (Repeat show included).

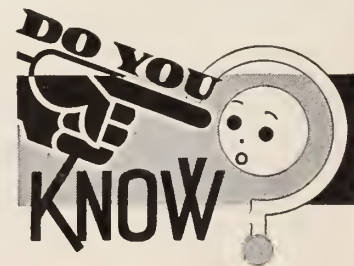
Canovas have cigarette money from the Woodbury show, but the picture dough is gravy.

CBS Coronation Departures

Members of the CBS staff who will cover the coronation begin leaving for London today. Wallace West, of the publicity department, sails at 2 p.m. aboard the Queen Mary. West will vacation after the coronation, returning to America May 24. Paul White, director of special events, and his bride, together with Bob Trout, announcer, sail April 13 aboard the Georgic. Mr. and Mrs. Edward R. Murrow will sail for England on the Manhattan April 21. Murrow is the recently appointed CBS European representative. CBS headquarters will be located at 14 Langham Place, London.

Nelson Eddy Recovered

Nelson Eddy, after a sojourn with his mother in their Beverly Hills home, is back in excellent health and will make his only guest appearance on the radio with the Ford Sunday Evening Hour, April 18, over CBS at 9 p.m.



In addition to the three national networks, there are about 40 local or regional radio chains.



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 42

NEW YORK, N. Y., THURSDAY, APRIL 8, 1937

FIVE CENTS

NAB Will Meet in Chicago

Looking On AND LISTENING IN

SPONSORS Nearly every time a new air program turns out to be badly conceived and executed despite a good cast, the blame is put on the sponsors.

"They insisted on having it that way," is the explanation of the producers and artists.

And since the sponsors foot the bills, they are able to have their way most of the time.

That it is a losing game for them in the end cannot be driven home in any way except by trial and error.

Meanwhile many artists of reputation must suffer a dent in their batting average as entertainers.

If it's any consolation to these victims, they can take some hopeful solace from the experience of bankers who tried to monkey with the production of films—and eventually were forced to admit that it was more profitable to leave that end of the business to the showmen.

Considering that the type of executives entrusted with the sponsoring of radio shows are a very intelligent bunch, it is quite likely that they will get wise to the situation before much longer.

CRYING FOR IT The first thousand intrepid subscribers of RADIO DAILY will be happy to know that they showed good judgment.

Every day brings letters from our fast growing family of readers saying they can't start their day until they've read the paper from cover to cover—and usually kicking because the sheet does not get to them fast enough by ordinary mail.

Many years hence a lot of radio folk will be bragging about the fact that they've been reading RADIO DAILY since it was a pup.

Hanson O.O.'s Site

Philadelphia — O. B. Hanson, NBC chief engineer, will be in town today to look over the new quarters for KYW which will be built at a new location on Chestnut Street. KYW at present is located in the WCAU Bldg. Complete plans for new KYW studios will be announced within the next few days.

FOUR-DAY CELEBRATION FOR NEW KEHE STUDIOS

West Coast Bureau, RADIO DAILY

Los Angeles—KEHE, key station for Hearst-McClatchy's Orange network, will have a four-day opening to show off its new studios at 141 North Vermont, starting with an "employees only" reception on April 26, when the station's entire personnel will make the first inspection of the new six-studio, air conditioned, modernistic new plant as it goes into use for the first time.

On April 27, a program will be staged in the studio's auditorium and there will be a reception for the press, magazines and syndicates. On the 28th, the station will stage its Client's opening, with another show in the auditorium studio. The day following, there will be a series of programs in the auditorium, with a general public reception, and guide service to escort visitors over the plant.

Mid-Centent Using 24 Midwest Stations

Mid-Centent Petroleum Co., Tulsa, this week started its Spring radio series using 24 mid-western stations, twice weekly. Program is a quarter-hour musical show cut by WBS. Stations are KOA, WHDF, WMT, WGN, KGGF, WHO, KFRU, WEBC, WGBF, KFPW, WFBM, WDAF, WHAS, KGLO, WTMJ, WCCO, WKY, WOW, KMOX, WBOW, KTUL, WOC, KWTO, KSOO. R. J. Potts & Co., Kansas City, placed the account.

Dickstein Measure Tabled; No Passage This Session

Hookup of 88 Stations For New Ford Series

CBS has lined up 88 stations from coast to coast to carry the newly signed Ford series, "Universal Rhythm," which starts April 17. Thirty-nine stations will broadcast the 7:30-8 p.m. program, with 49 carrying the 10:45-11:15 p.m. repeat. N. W. Ayer & Son is the agency.

Annual Convention of National Association of Broadcasters is Scheduled for Chicago Sometime in June

Honest Ops

Norfolk—Operators at WTAR are an honest bunch, anyway. Each Sunday morning the op covering the service of The Weslymen is requested by the treasurer of the class to help count the take.

NEW "SHOW BOAT" SETUP; ROSS CHANGES SPONSOR

The long rumored break in the "Show Boat" broadcast became a reality yesterday when it was announced that a new format for the program has been laid out and will be put into effect in July. At that time the program drops its title and assumes an entirely new role, that of a variety program. Shows will originate in Hollywood, and a new emcee will be hired from that point.

Lanny Ross will leave the program when it moves west. Al Goodman, (Continued on Page 3)

Leon Churchon Named KYA Program Manager

San Francisco — Appointment of Leon Churchon as program manager of KYA is announced by M. E. "Bob" Roberts, general manager. Churchon (Continued on Page 3)

By PRESCOTT DENNETT

Washington Bureau, RADIO DAILY

Washington — National Association of Broadcasters, at a board meeting that lasted until late last night decided to hold this year's annual convention in Chicago in June. Exact date will be announced later, said James Baldwin, NAB managing director.

Current industry problems ranging from copyright legislation to operating technicalities were also discussed at the closed executive session. Television did not come up.

NAB directors who attended the (Continued on Page 3)

MPPA Committee Will Study Changes

Meeting yesterday afternoon of the Board of Directors of the Music Publishers Protective Association resulted in a committee being formed to study the situation concerning resignation of John G. Paine as chairman of the board and the recommendation by Paine that Harry Fox (Continued on Page 3)

L. Holcomb Joining Fletcher & Ellis Inc.

Lawrence Holcomb, head of the program department of NBC in Chicago, becomes radio director of Fletcher & Ellis Inc. in New York effective May 1, it is announced by Sherman K. Ellis, president of the agency. Holcomb was previously associated with the agency for several years.

17 KGFJ Newscasts

West Coast Bureau, RADIO DAILY

Los Angeles—KGFJ yesterday went on an hourly news broadcasting schedule from 7 a.m. to midnight, making 17 newscasts daily.

Half of the programs are already sponsored. Remainder expect to be shortly.

Joe Parker does the day reports, and Leonard Lake is on at night.



Vol. 1, No. 42 Thurs., Apr. 8, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahr, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, 10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk and Verne Bailey, 6425 Hollywood Blvd. Phone Granite 6607. Application for entry as second-class matter is pending.

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FINANCIAL

(Wednesday, Apr. 7)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	171	170	170	— 1½
Crosley Radio	21¾	21¾	21¾	— ¾
Gen. Electric	55½	53½	54	— 1½
North American	25¾	25	25	— ½
RCA Common	11¼	10½	10½	— ¾
RCA First Pfd.	75¼	74	74	— 1
RCA \$5 Pfd. B	(85 Bid)			
Stewart Warner	18½	17½	17½	— ¾
Zenith Radio	33¼	31½	32	— 2

NEW YORK CURB EXCHANGE

Hazeltine Corp.	4¼	4¼	4¼	— ¼
Majestic	2½	2¾	2¾	— ¼
Nat. Union Radio	27½	27½	27½	— ¼

OVER THE COUNTER

	Bid	Asked
CBS A	57	59
CBS B	56½	58½
Stromberg Carlson	15½	16½

Hampton Series Signing Off

Hampton Institute Broadcast, pumped from WTAR, Norfolk, to the NBC-Red network 7:30 p.m., Saturdays, folds for the season on May 15, two weeks prior to closing of school term. Programs until then will alternate The Choir, The Trade School Singers, Phenix School Singers and Folk Singers. Lee Chadwick, WTAR staff announcer, handles the mike on these broadcasts.

'Bus' Chapin Joining WOC

Slocum "Bus" Chapin, WBS publicity director, has resigned to join the sales staff of WOC, Davenport, on April 19, specializing in selling transcription programs for the station. WOC is a subscriber to the WBS library. Chapin leaves WBS tomorrow. No successor has been appointed as yet.

JOSEF CHERNIAVSKY

The Musical Cameraman

Presented by

1847

ROGERS BROS.

Every Sunday at 4:30 p.m., EST
Coast-to-Coast Red Network-NBC

School Community Program on KRE

Berkeley, Cal.—In addition to a weekly broadcast by the Berkeley High School Players, a regular feature of KRE since Nov. 12, 1936, the Berkeley Public Schools present over the same station a Community Cooperation program that has aroused considerable interest.

This half-hour program, written, directed and produced by the students of Berkeley city schools, and devoted to highlights of school and community activities, is the only one of its kind in the U. S., according to Dr. Virgil Dixon, Board of Education president, who made this statement after an extended trip through the nation reviewing school activities.

Preparing Disk Series For National Lead Co.

West Coast Bureau, RADIO DAILY

Los Angeles—Winifred Dunn and Hal Swartz have gone east to whip scripts into shape for a new disk series to be called "The Unbelievable," and to try out a few of them on several eastern stations for National Lead. Miss Dunn is one of the big league movie writers who has recently turned her head towards radio. She did the adventure series, "The Secret City."

Transamerica Signs Peabody

West Coast Bureau, RADIO DAILY

Los Angeles—Eddie Peabody, who has been doing a weekly hour show on KFVB, has signed a four-year contract with Transamerica to make disks.

Circus Series on WMCA

Starting tonight, 8:30-8:45 p.m., and continuing indefinitely at various hours, WMCA will broadcast special features from the Ringling-Barnum & Bailey Circus in Madison Square Garden. Bob Carter will be at the mike.

Films Sign Dutch Reagan

Des Moines—Ronald (Dutch) Reagan, WHO sports announcer, who took a screen test while in California last month, has received a contract from Warner Bros. effective June 1. Deal is for six months, with options, at \$200 weekly to start.

John Shafer in KFOR Post

Lincoln—John Shafer, former chief announcer and assistant program director of KFAB-KFOR, was appointed this week as program director for KFOR. This will leave Lyle De Moss doing full time as program director for KFAB. Shafer's appointment was made by Station Manager Reginald B. Martin.

WNOX Salesman Award

Knoxville—For the salesman who books the most business over and above his regular quota WNOX will award with a new spring outfit—a suit, straw hat, and sport shoes. Runner-up will receive a straw hat and shoes.

WLTH Airs Hebrew Class

A model Hebrew class from New York University was aired in a special broadcast over WLTH at 5 o'clock yesterday afternoon.

Canadian Hookup Is Set For Martha Lane Disks

West Coast Bureau, RADIO DAILY

Los Angeles—All Canada Radio Facilities, Ltd., has completed a national hook up for the Dominion for a new Mertens and Price series of disks, titled "Martha Lane's Radio Kitchen." The series includes three 15-minute periods a week, and is supplemented by three news columns weekly to tie in with the radio time for newspaper hookups. Two new Canadian Stations have been added for the Sunday Players—CFQC, Saskatoon; CFRN, Edmonton, which with the Calgary station, CFCN, constitutes the Canadian chain for this series.

Cherniavsky Honors Film

After seeing "Lost Horizon", Columbia Pictures release, Josef Cherniavsky was so impressed that he will dedicate part of his next Sunday program to the film. Cherniavsky has written a musical presentation, while a script for the occasion has been prepared by Robert Burlen, who directs the program, and K. N. Whatmore, advertising head of 1847 Rogers Bros.

Emergency Platters

Norfolk—Latest convenience at WTAR is new recording equipment. Now when an artist is forced to miss a show, and sponsor's permission is obtained, program is plattered in advance. However, no music is disked.

Professionals in New Series

Professional entertainers will be used in the new "Gerald Griffin's Paramount Hour" series starting tomorrow night over WMCA as a Friday 9:30-10 p.m. feature from the stage of the Brooklyn Paramount Theater. Gerald Griffin is m.c. Sponsor is Michaels Bros., who also sponsors the Monday night amateur shows from the Fox Theater, Brooklyn.

WNEW Fisherman Program

"Bill the Fisherman," new program devoted to anglers, starts over WNEW today at 8 p.m. It will continue through the spring and summer fishing season.

COMING and GOING

ROSELLEN CALLAHAN of Columbia Publicity leaves for Cambridge, Maryland today on an exploitation mission for Campbell's Soups. H. ELLIOTT STUCKEL goes to Philadelphia for similar reasons.

BLEVINS DAVIS, recently selected by NBC to do that network's coronation commenting from London, has delayed his sailing until April 24. At present it appears that Blevins will appear on two NBC shows as guest commentator to acquaint listeners with details of coronation.

PHIL BAKER with MRS. BAKER and their month-old son, returned yesterday from Florida to their home in Mamaroneck.

VIRGIL REITER of the Transamerica staff is back at his desk today after business trip.

HOYT HOOTEN, owner of WREC, Memphis, is in town.

KQW Adds 3 to Staff

San Jose — KQW, outlet of the Northern California Broadcasting System, has made three additions to its personnel in the persons of Florence Murdoch, who has joined the dramatic staff; Guy Wernham, formerly of KORE, Eugene Ore., and KGDM, Mutual-Don Lee outlet in Stockton, as announcer and continuity editor, and George Stewart, ex-KRE, Berkeley, and KJBS, San Francisco, as operator-announcer.

KQW, by the way, was recently chosen, together with the sister station KJBS, to air Associated's sportscast covering the California track events.

• WE are proud to announce the appointment of . . .

SIDNEY KORNHEISER

as manager of Famous Music Corporation and promotion of . . .

ABE FRANKL

to a musical advisory capacity at Paramount's West Coast Studios

FAMOUS MUSIC CORP.

LOU DIAMOND

President

LEO SAYS:

Greetings to
PETER DOELGER
BREWING CORP.
on the air three
times a week!

WNN DIAL 1010
AFFILIATED WITH
M-G-M-LOEW'S



SET NAB CONVENTION FOR CHICAGO IN JUNE

(Continued from Page 1)

meeting included C. W. Myers, NAB president, from KOIN, Portland, Ore.; Edward Allen, WLVA, Lynchburg; Harry Butcher, CBS vice-president in Washington; Arthur B. Church, KMBC, Kansas City; Edwin E. Craig, WSM, Nashville; John Elmer, WCBM, Baltimore; John J. Gillin Jr., WOWO, Omaha.

Also Harold Hough, WBAP, Fort Worth; J. O. Maland, WHO, Des Moines; Gene O'Fallon, KFEL, Denver; John F. Patt, WGAR, Cleveland; Gordon Persons, WSFA, Montgomery; Frank Russell, NBC Washington vice-president; T. W. Symons Jr., KFPY, Spokane, and James Baldwin, NAB managing director.

This is the second consecutive year that Chicago has been selected as the NAB meeting place. Last year the NAB headquarters were located in the Stevens Hotel.

New 'Show Boat' Setup; Ross Changes Sponsor

(Continued from Page 1)

because of previous commercial commitments, will also probably drop from the program. A. Hobler, head of Benton and Bowles, and Herschel Williams, director of the program, are now in Hollywood completing plans for the new series. General Foods Corp. (Maxwell House Coffee) sponsors, with Benton and Bowles handling the account.

Ross, now in his fifth year as singing lead of the program, is under contract to General Foods Corp. until October of this year, but under terms of contract is allowed an eight-week vacation. He goes to Hollywood for a film in July, and with the Show Boat broadcasts moving west, Ross will completely sever his connections with the sponsor in July. Ross has already signed for a new series and sponsor to hit the air next fall.

"Sunday Drivers" Resuming

Fields and Hall will resume their "Sunday Drivers" series over the NBC-Blue network on April 25, 3:30 p.m. Series will run through the summer.

NEW PROGRAMS—IDEAS

"It Can't Happen Here"

Presenting strange facts, startling events and unusual happenings in other countries, in the form of questions and answers, "It Can't Happen Here" is clicking as a thrice-weekly late afternoon feature on KMOX, St. Louis. School students are among chief listeners of this educational feature.

Helpful Information

"The House by the Side of the Road", 15-minute program designed to give helpful information, is being conducted by Marion Goodwin over WWL, New Orleans. Miss Goodwin handles the entire program.

5 Symphony Orchestras Signed for Bank Series

American Banks, through Wessell Co., have signed five symphonic orchestras to replace the Philadelphia Symphony which goes on tour after the April 16 broadcast. On April 23 the Cincinnati Orchestra, Eugene Goossens conducting, will appear. Following which will appear the San Francisco Symphony, Pierre Monteux conducting, April 30; New York Philharmonic, appearing for the first time on a commercial broadcast, Alexander Smallens conducting, May 7; National Symphony Orchestra of Washington, D. C., Hans Kindler conducting, May 14 and the Rochester Symphony, Jose Iturbi wielding the baton, May 21. Sponsor's plans past this date are not definite. It is believed that the Philadelphia Orchestra will not resume broadcasting, and show may fade from the air for the summer months. Agency will announce decision at a later date.

CBS Kate Smith Circus Show

CBS will broadcast a special program, emceed by Kate Smith, direct from the Barnum and Bailey circus next Friday, 4:30-4:45 p.m. Miss Smith will take a party of orphans as her guests to the circus, and they will give their impressions of the affair over a coast-to-coast hook-up. Last year a similar stunt was worked by same net when Eddie Cantor took Bobbie Breen to witness his first circus and the boy aired his conception of the circus.

ST. LOUIS

A new series, Frank Eschen's Sportcasts, went on the air Monday at 6:45 p.m. over KSD. Will continue daily except Sunday.

More than 6,000 attended the birthday party of Jane Porter's Magic Kitchen at KMOX.

Another studio with individual control, suitable for either dramatics or music, is being erected by KMOX.

Amateur as Stooze

In sponsoring 15 minutes of the 1370 Club, a full hour variety show over WDAS, Philadelphia, Morton's Credit Jewelry house, varies the amateur angle by having a radio announcer supply the human interest angle. Talent is all professional or guest while an amateur from the audience watching the visual is rung in for the spiels. Gets a dollar for the quarter hour effort, but must be the butt of the program's regular announcer and stooze for the performers. To make him full-fledged, amateur has to read the commercials.

MPPA Committee Will Study Changes

(Continued from Page 1)

be chosen to succeed him. Paine is leaving to become general manager of Ascap.

Committee consists of: Edward B. Marks, Elliot Shapiro and Sam Fox.

Canada Dry Series

Canada Dry (ginger ale) signed for weekly programs on WTAG and WLLH as beginning of new spring and summer campaign. Programs will be combination of street interview and Professor Quiz broadcasts. A complete radio schedule is now being readied and will be announced by the end of this month. J. M. Mathes advertising agency has the account.

Fizdale Shifting East

Tom Fizdale, radio publicist, will shortly shift his radio publicity activities to New York and curtail his Chicago set-up, it was learned yesterday. Fizdale, who has been in town for the past few days, left Tuesday for a trip to Baltimore and Washington before returning to Chicago.

WOR Airing Trout Season

Official opening of the trout season will be marked by a WOR broadcast April 15, 12-12:30 noon, from the Joe Jefferson Club on Saddle River, Ridgewood, N. J., with a pick-up from the banks of the stream. Bob Edge and Dave Driscoll, both in waders, will commentate. Harry Armstrong of the N. J. Fish and Game Commission will assist at the fly-casting.

At the Rainbow Grill Emery Deutsch and His Orchestra

Unusual, Romantic Music
CBS Artist Bureau
Management Rockwell-O'Keefe, Inc.
Radio City, New York and Hollywood

DICKSTEIN MEASURE DEAD THIS SESSION

(Continued from Page 1)

told RADIO DAILY that he did not concede defeat and was determined to get action before Congress adjourned. Less optimistic, was Chairman Congressman Charles Kramer, consistent opponent of the measure who stated that the bill was dead unless somebody managed to again bring it up for consideration. Other Congressmen appeared sure the bill did not stand a chance of being passed this session.

Leon Churchon Named KYA Program Manager

(Continued from Page 1)

has been in the production department the past six months, and before that was with WCAE, Pittsburgh. Bob Stanley, announcer, has been promoted to the production department.

"Musical Camera" Off; Sponsor Drops Agency

"The Musical Camera," sponsored by Rogers 1847 Silver and featuring Josef Cherniavsky, fades from the NBC-red network after the April 18 broadcast. Program is heard over a network of 24 stations at present. At the same time it was announced that the account will leave N. W. Ayer. No successor has as yet been named, and radio plans for the concern will not be discussed until new agency takes over. Cherniavsky has prepared a movie short in song and may go to the west coast following the completion of his radio schedule.

Gardening Note

NBC is hiring gardeners again. Every summer the NBC engineering department hires gardeners to take care of the shrubs and lawns surrounding the WJZ transmitter house at Bound Brook, N. J., and the WEAJ equipment at Baldwin, L. I. H. C. Johnson has the WJZ assignment, Thomas Sprague is out at WEAJ.

WNEW Catholic Series

Fordham Glee Club will be heard over WNEW Saturday 4:30-5 p.m. as the first in a series of Catholic Charities broadcasts.

1	9	3	7
SUN	MON	TUE	WED
4	5	6	7
10	11	12	13
16	17	18	19
22	23	24	25
28	29	30	

April 8
Greetings from Radio Daily

to
Tito Guizar
Bert Gordon
Arthur Allen
Thornton Fisher
Lulu McConnell

THE SONGBIRD OF THE SOUTH

KATE
SMITH

A & P BANDWAGON
THURSDAYS

CBS NETWORK 8-9 P.M., E.S.T.

EXCL. MANAGEMENT TED COLLINS

NEW BUSINESS

Signed by Stations

WJAY, Cleveland

Ptak's Music & Furniture Co., Czechoslovak Juvenile Amateur programs, Saturdays; Quo Vadis Furniture Co., Polish program, Mondays.

WIP, Philadelphia

Nature Friend Inc. (bird seed), five quarter-hours weekly, 31 weeks; Ismak Rug Mills, three spots weekly for month, through Harry Feigenbaum; Rev. George A. Palmer, Haddon Heights, N. J., religious broadcasts, renewed for year, through Crowley-LaBrum Agency; Fox Weiss (furs), six quarter-hours weekly for two months, through Harry Feigenbaum; Margaret Paper Co., Lansdowne, Pa., participation in "Eight Bells", six days weekly, indefinite, through J. M. Korn & Co.; William Reinhardt (building and loan), one quarter hour; Mawson Demany Forbes & Ames (furs), 25 spots weekly for year, through Hebbert Adv. Agency.

WHOM, Jersey City

Roman Macaroni Co., Long Island, six 15-min. periods weekly on Italian Hour, 52 weeks, through A. B. Landau Agency; Italy Laboratories, New York, half-hour programs, 52 weeks; Tree-Mark Shoe Co., New York, 5-min. periods daily, news flashes, Jewish Hour, 52 weeks.

KEHE, Los Angeles

Entz & Rucker (sporting goods), "Hook, Line and Sinkers", with contest, Thursday evenings, through Ned Newman Agency; Drug Trade Products (Peruna), "Morgan Family", one-hour, six nights a week.

KHJ, Los Angeles

Ironized Yeast, 28 5-min. disks, through Ruthrauff & Ryan.

Williams Subs for Thomas

Capt. Valentine Williams, who substituted for Lowell Thomas as commentator during the latter's Easter vacation, will again fill in for Thomas during the latter's trip to the coronation. Thomas, however, will resume via short-wave, upon arrival in England.

Allan Kennedy Joins KYW

Allan Kennedy, WNEW announcer, leaves that station on Friday and goes to work on Saturday for NBC in the Philadelphia station, KYW.

FCC ACTIVITIES

APPLICATIONS RECEIVED

Utica WUTK, Inc., Utica, N. Y. CP for new station. 1420 kc., 100 watts, unlimited.
Havens & Martin, Inc., Petersburg, Va. CP for new station. 1210 kc., 100 watts night, 250 watts day, specified.
Cheyenne Radio Corp., Cheyenne, CP for new station. 1210 kc., 100 watts, 250 watts LS, unlimited.
Floyd A. Parton, San Jose, Cal. CP for new station. 1150 kc., 250 watts, daytime.
Radio Enterprises, Inc., Lufkin, Texas. CP for new station. 1310 kc., 100 watts, daytime.



● ● ● Fred Allen's "summer abrogation" from Ipana and Sal Hepatica is a permanent divorce between the comic and sponsor...definitely....

The Jack Benny spot has been finally filled by Don Wilson emceeing a "Hollywood Variety" show from the coast with UNKNOWN professionals.... CBS executives were looking over the Waldorf theater on 50th St....which means that it will be converted into another radio playhouse shortly.... Last-minute switch necessitated for Kate Smith's Band Wagon tonite caused by the union preventing the 15 Hawaiians gueststarring....Tonite's "Collins Special" on this show will be a Benny Goodman arrangement of "Dancin' at the Savoy" with Kate swingin'....Ferde Grofe also auditioned the other day for the five-times weekly spot for which Henry Souvaine produced "Symphonic Rhythms"....George Godfrey will announce his "annulment" from the Kelvinator show shortly.

● ● ● John Mayo, former FDR announcer, who has quit word-slitting for air producing, hopes that he'll never see a mike again. However, it was he that placed a mike over his baby's crib in their D. C. mansion—connected to loudspeakers—so that the kid's wails could be heard throughout the household....Don't forget the Professional Music Men's affair at the Alvin theater Sunday. The money remains in the organization and is used for benevolent purposes only....Also, the Press Photographers Ball at the Commodore tonite....There'd be no "stars" without these hocus-focus fellers.... Joey Nash went to a singer at NBC yesterday and asked him what he'd charge for an "afternoon HELLO".

● ● ● Joe Rine's Dress Rehearsal will get an evening spot next Fall....Vincent Travers was operated on for a minor infection yesterday....P. S.—Travers gets a spot on a big commercial this summer....Floyd Sherman replaces Bowe with the Cavaliers....Elaine Sterne Carrington of NBC script dept. is over her winter-writing in Florida....Edward G. Robinson will appear on the Smith Hour in two weeks, doing a scene from his English flicker, and Grace George is slated for a shot also....Young & Rubicam have completed auditions for their summer spots and are leaving the selection now in the hands of the clients.

● ● ● Mickey Alpert was in Maxie Rosenbloom's suite at the Edison the other day and suddenly heard an outcry from "Slapsie" who was in the bathroom. Mickey investigated the reason for the yell and learned that the fighter, while brushing his teeth, dropped two molars valued at \$110 down the drain....P. S.—The plumbers recovered the lost teeth after cutting the pipes....Charles Bates, arranger for the Rhythm Girls, passed away yesterday....Nat Cook of the Number One Club is scouting the radio field for "name talent" to appear at the exclusive bar....Max D. Steuer will talk on the Supreme Court Wednesday via WMCA for an hour and a half, the station clearing all commercials for this public service feature....Josef Cherniavsky read and played the songs for his contemplated Broadway show Tuesday night at Dr. Louis Sunshine's swanky penthouse....The doctor is the Brite-Lite surgeon who retired so that he could devote his time and money to the theater, which he loves.

GUEST-ING

LANNY ROSS, on "Your Hit Parade," April 17 (CBS, 10 p.m.)

FREDERICK JAGEL, ANNA KASKAS and AGNES DAVIS, on N. Y. Philharmonic program, April 11 (CBS, 3 p.m.)

NEYESA McMEIN, on "Magazine of the Air," April 16 (CBS, 11 a.m.)

FRED HUFFSMITH and LOUISE D'ANGELO, on Hammerstein Music Hall, April 13 (CBS, 8 p.m.)

DOROTHY HALL, WILLIAM JANNEY, EDDIE HALL, CHARLES COBURN, NORMAN ROLAND and BEN BOYER, on Chamberlain Brown program, April 12 (WMCA, 3:30 p.m.)

RAYMOND SCOTT QUINTET, on Martin Block's "Make Believe Ballroom," tonight (WNEW, 6 p.m.)

THE REVELERS, on Nellie Revell program, April 13 (NBC-Red, 5 p.m.)

EDWARD EVERETT HORTON, on Jack Oakie College, April 13 (CBS, 9:30 p.m.)

THREE LITTLE FUNSTERS, on Sachs Italian Varieties, April 11 (WOV, 11:30 a.m.)

JOE E. BROWN, on Lux Radio Theater in "Alibi Ike," April 19 (CBS, 9 p.m.)

GRANTLAND RICE, GRETE STUECKGOLD, LOS RANCHEROS and ANGUS FRASER BAGPIPE BAND, on Joe Cook Shell Show, April 10 (NBC-Red, 9:30 p.m.)

FRANK CAPRA, movie director, on Rudy Vallee's Varieties tonight (NBC-Red, 8 p.m.).

Radio-Tel Firm Drops Names

In a stipulation with the Federal Trade commission, Climax Radio & Television Corp., manufacturer of radio sets, agrees to stop using the words "Edison," "Elgin," "Hamilton" or "Waltham" as brands or labels for products so as to imply that they are manufactured by or sold under a license or authorization from Thomas A. Edison, Inc., Elgin National Watch Co., Hamilton Watch Co., or Waltham Watch Co., respectively, when this is not a fact.

Atlantic Refining Gets Temple Football Games

Philadelphia—Atlantic Refining Co. will sponsor play-by-play descriptions of nine Temple University football games over WIP next fall. Games open Sept. 24 and end Nov. 30. N. W. Ayer & Son is the agency.

AD AGENCIES

H. L. MOONEY, formerly of Paris & Peart advertising agency, has joined Pedler & Ryan.

MEYER BOTH CO., Chicago, has opened offices in New York at 246 Fifth Ave.

CATHERINE OGLESBY has been appointed to the executive staff of Grey Advertising Agency, Inc.

ALFRED STECKMAN, formerly of Compton Advertising, Inc., has joined the staff of the Peck Advertising agency.

WITH THE ★ WOMEN ★

By ADELE ALLERHAND

FRANKIE BASCH, WMCA's "Roving Reporter", celebrates six years on the air June 13....Once broadcast "Humor Behind the News" and thinks the news should be kidded....Is very mysterious about pseudonym she's used for program of different character which was featured on three commercials....Is being angled for by "name" sponsor...Sharri Kaye to join the Lee Shelly musical outfit at the Brunswick Hotel as vocalist-in-chief, April 12....with a Mutual airing....**Claire Shadwell**, musical director of WBT, Charlotte, N. C., inaugurated the Castleberry Food Products program by parking the Castleberry trailer kitchen in front of the WBT building and having the staff gals to breakfast....The lasses gorged and "Shad" disgorged information concerning the program....

▼ ▼
Peggy Santry, honeymooning in Japan, writing nostalgic postcards to the Roger White office, from Osaka....She and bridegroom J. P. McEvoy to go commercial with the White outfit sometime in the Fall....**Eileen Creelman**, movie columnist for the Evening Sun, auditions for Pyrocide Tooth Powder at Columbia on Thursday....She'll do a Hollywood ether column if all goes well....**Lucy Monroe** is off the air for several weeks because of her recent bereavement....**Dorothy Lowell** has succeeded to the name part in "Our Gal, Sunday"....**Evelyn Abbott** is the lass who preceded her....**Gretchen Davidson** went Bermuda-ward yesterday on account of she was written out of the script for the next two weeks....

▼ ▼
Gloria Bristol, breaker of pulchritude records, to go sustaining on the NBC-Red in a program featuring beauty accessories, if the omens don't lie....**Enoch Light**, "Melody Magic" maestro, will add a female violin section to the musical ensemble because he believes women bring greater sensitivity to the playing of the most sensitive of instruments....**Leo Reisman** will fete songbird **Eve Symington** at a Waldorf shindig to commemorate her second year as his vocalist....he'll solo....**Edgar Bergen** on the guest list....

EDDY DUCHIN
and HIS ORCHESTRA
Third Record Week at Paramount
Appearing Currently at
PLAZA HOTEL
Management MCA

RADIO PERSONALITIES

No. 22 in the Series of Who's Who in the Industry

L. B. WILSON, president of WCKY, Cincinnati, and a member of the NAB board, was born May 20, 1891, at Covington, Ky., and started in show business at age of 12, giving magic lantern shows in basement of his parents' home at one-cent admission. Got out handbills and tickets on a toy printing press. A cane rack in one corner lured marbles from the pockets of customers. Between acts L. B. sold licorice drops (bought at 10 cents a pound) at five for a penny.

Still in his teens, Wilson became manager of a local movie-vaudeville theater. Ten years later he made good a prediction to his theater employer that he would one day build his own theater at the city's main business corner.

Through the boom years, Wilson's interests extended into banking, manufacturing, retail merchandising, politics and other fields. When he built Station WCKY in 1929, he had his finger in a dozen business pies. Then, in 1931, he cut loose from some of his other interests and went into radio in earnest. As president of WCKY, he had paid only little attention to its operation. In November, 1931, he took over the duties of general manager, doubled rates, improved programs and inaugurated a strict business policy, at a time when many stations were still being run on a catch-as-catch-can basis with the idea of the most fun for everybody on the staff.

His idea of running a successful station embraced three points: A sound business policy, the best possible programs to gather the biggest possible audience, and "doing the real job for the advertiser." The plan worked.

L. B.'s full name is "L. B. Wilson." The initials stand for no other name. His hobbies are dogs, chocolate candy and \$1.50 a quart ice cream. This winter he has added a fourth hobby, yachting in Biscayne Bay, Miami, in his new boat. He never goes to funerals, weddings or banquets. In 1929, Wilson married Jean Oliver, Broadway leading lady. They live at a country estate in Kentucky, opposite Cincinnati, and on Di Lido Island, Miami Beach.



Versatile in fields
of business

★ ★ ★ "Quotes" ★ ★ ★

DON GILMAN: "Our business is giving something for nothing. Constantly we strive to find new and better ways to give more people entertainment, information and education—and paradoxically, the degree of our financial success is determined by the success of these efforts."

HAL KEMP: "I believe more should be done to encourage young boys to play a musical instrument. Even if they don't become professional musicians in later life, they will be able to enjoy life much more keenly if they can express themselves musically. Parents should insist that their offspring learn to play music. It may take a little persuasion in some cases, but later on, the children will be full of gratitude for having a greater knowledge of music because of your efforts in their behalf."

ZINN ARTHUR: "Many of today's radio ear-drums must be so atrophied that only the rankest kind of dissonances have the power of causing any vibration in them. Which probably accounts for the great success of many bands which, in the name of swing, have strayed from true music to modernistic arrangements which only tin ears can accept with any degree of admiration. Swing is a musi-

cal style to be praised by enthusiasts of 'hot' rhythms but the imaginations of many arrangers will eventually ruin an otherwise good swing outfit."

JACK RUBIN: "Out of approximately 5,000 people auditioned yearly for character parts in radio only a small percentage from the legitimate theater have been successful. I've found that those who have had previous radio experience possess better diction, poise and personality than the stage applicants for the microphone. That's who some radio script acts have performers who are heard on several other shows in preference to new voices. Production men feel that radio's own will do justice to their parts."

BERNICE CLAIRE: "Radio stars love to receive fan mail but they wish the letters were more constructive. Most of the writers say they like you and wind up by asking for an autographed photo. Some of them may say they didn't like a certain program. The radio artist, as a rule, can take criticism, and if only these correspondents would come right out and confess why they like or dislike a program, it would be of great help all around."

ORCHESTRAS MUSIC

JACK MILLS has turned over to **Lawrence Wright**, London music publisher, English sale and radio rights to "Where Is the Sun," "Old Plantation" and "Don't Know If I'm Coming or Going."

Peter De Rose's new song number is dubbed "Let's Stop the Clock."

Accordianist **John Gard** will augment the **Jeno Bartal** musical ensemble at the Hotel Piccadilly, effective immediately.

Edwin Arthur Kraft, renowned organist, will be featured in a special program over WHK on April 25 at 2 p.m.

Zinn Arthur and his ork introduce a musical innovation in "Maracas Swing," a combination of swing rhythms and a rumba effect. The maraccas, Latin-American percussion gourds, help to keep the beat.

Joe Marsala, maestro of the Chigoans, and his clarinet will guestar on the CBS "Swing Session" on Saturday at 6:45 p.m.

Jose Delaquerriere, soloist with the **Stokowski** symphony orchestra, will be **Don Albert's** air guest on WHN during his "Album of Songs" program, to be aired tonight from 8:00 to 8:30 p.m.

Raymond Scott and his music-making quintette make their first radio appearance outside of their Saturday night shows on CBS via WNEW's "Make Believe Ballroom" tonight from 6:00 to 6:30 as guests of **Martin Block**. Their program includes "Powerhouse," "Toy Trumpet" and "Minuet in Jazz."

Warner Bros.-Earle Theater, in Philly, institutes a name band policy for the stage fare. **Cab Calloway**, current, will be followed on April 9 by **Ted Lewis**, with **Horace Heidt**, **Milt Britton**, **Hal Kemp**, **Jan Garber**, **Guy Lombardo** and **Ozzie Nelson** already set.

Irma Serra, New England song stylist, who has been on a sustaining program over WSPR, Springfield, Mass., has signed to sing with the **A. V. Rivest Co.** program over the same station Fridays at 6:15.

On Tour
GLEN GRAY
and the
Casa Loma Orchestra
Management Rockwell-O'Keefe, Inc.
Radio City, N. Y. and Hollywood

"PICCADILLY MUSIC HALL"

Sustaining

NBC-Blue, Tuesdays, 11:00-12 midnight, EST.

VARIETY BILL IN OLDTIME VAUDEVILLE STYLE MAKES NOVEL LATE SHOW.

Emanating from Chicago and hitting the east through WJZ just after the five-minute 11 p.m. news period, this one-hour vaudeville show will find an appreciative audience among listeners who usually can't find anything but orchestra music on the dial at this late hour.

Built like a vaude bill of the old days, and ably emceed by John Goldsworthy with British-flavored comments, the opening bill included the Lorenzo Brothers in "Feats of Strength," a muscle act that was put across the air by the emcee's exciting description and well devised comedy talk that made it quite amusing; a piano team followed, with some good ivory work; then the Ranch Boys, in a Spanish and western medley; Australian Wood Choppers, whose hewing act likewise gagged in dialogue for plenty of laughs; Sylvia Clark in one of her chatter specialties; The Cadets, quartet, singing "The Changing of the Guard" with nice backing by the orchestra, which was snappily directed throughout by Al Short; Cleo Brown, a colored singer with a soft voice, in "Twinkle, Twinkle, Little Star"; a very funny comedy sketch, which scene in a doctor's office; "The Rosary" on the xylophone; Maple City Four in a comedy number and "Hold That Tiger," and Ruth Lyon and Robert Gately in selections from "Show Boat."

The show in general is a swell idea that could click strong in an earlier evening spot.

"ESQUIRE ON THE AIR"

with Nat Brusiloff

Esquire

WOR, Tuesdays, 8-8:30 p.m.

B. B. D. & O.

SNAPPY VARIETY PROGRAM WITH APPEAL AIMED CHIEFLY AT MEN.

Delivered in a peppy tempo, with such frequent change of items that the proceedings never have a chance to drag, this program has plenty of interest for the men of today, and for a lot of the femmes as well. Questions about contents of Esquire magazine, how it is edited, the styles depicted therein, etc., are asked in a manner that cleverly combines information with indirect promotion for the mag. Interspersed with these queries and others about men's styles are Nat Brusiloff's excellent music, with a vocal group supplementing the orchestra, anecdotes and chatter, all in an engaging vein. The vocal numbers had nice variety, ranging from "Gee But You're Swell" back to "I Want a Girl Just Like the Girl That Married Dear Old Dad." A collector of shaving mugs related his activity amusingly, and there was a promise of further items along this line, with listeners invited to contribute tales.



GRETTA PALMER

Walker-Gordon Laboratory
WOR, Wednesdays and Fridays,
1-1:15 p.m.
Young & Rubicam

VARIED GOSSIP PROGRAM ALONG FAMILIAR LINES ENTERTAIN "GLY DELIVERED."

In contents, this new chatter program follows the same routine as a number of others. It covers bits of current news, fashions, culture, human habits, home furnishings, amusements, magazine articles, a touch of business for male appeal, the circus, the Coronation and cows (sponsor being a milk concern). Miss Palmer's style and voice, however, are her own, and it is their pleasing qualities that make the program classier and more acceptable than some others. Additional commercial remarks are handled by Jeff Sparks.

"UP AND DOWN AND AROUND NEW YORK"

with Ed Flynn
Sustaining

WINS, Tuesday, Thursday, Sunday, 6:30-6:45 p.m.

MODERATELY INTERESTING TOPICAL CHATTER ON CELEBS AND CURRENT EVENTS.

As one of the many programs of random chatter, attempting to embrace current topics and noted personalities, this batch of comment by Ed Flynn is of fair interest. Tuesday's opening shot included some comments about Mrs. Woodrow Wilson and the 20th anniversary of the U. S. entrance in the World War; remarks about a couple of Broadway plays with dogs in prominent parts, and a few other bits. Flynn hasn't a bad commentating style, but his program suffers by comparison with others of similar type.

"RUBINOFF'S MUSICAL MOMENTS"

(Transcription)

Chevrolet Dealers

WMCA, Tuesday, Thursday, Saturday, 8:15-8:30 p.m.

Campbell-Ewald

FIRST OF DISK SERIES WITH RUBINOFF AND GUESTS RATES JUST FAIR.

A series that promises much in view of having Rubinoff as its star and plenty of name talent for a pair of weekly guests, this transcribed program made its debut with a revue that was not much more than fair for Rubinoff. After the theme introduction and a bit of spiel by Graham McNamee, Rubinoff played his arrangement of "I Can't Give You Anything But Love," followed by Jack Arthur singing "You Are Free." After

a commercial interlude, Rubinoff and his violin rendered "I've Got You Under My Skin," and finally on to "Oh, My Goodness" by the orchestra. Quite a bit of commercial plugging is included for a 15-minute program.

"IT CAN BE DONE"

with Edgar A. Guest

Household Finance Corp.

NBC-Blue, Tuesdays, 8:30-9 p.m.

B. B. D. & O., Chicago

FAIR COMBINATION OF HUMAN INTEREST DRAMAS AND MUSICAL BITS.

Basically, this is just another classification of the real life dramas now so prevalent on the air. Only difference is in the title, "It Can Be Done," and the selection of material to fit. Edgar A. Guest's emceeing and his reading of original poems also gives the program a somewhat individual touch, while Frankie Masters and his orchestra, including the Masters Voices in vocal efforts, do excellent work in providing the musical background.

Dramatized incidents on the first program were the case of a widow who went to work to bring up and educate her fatherless girls, and the incident of an old man who made a new start from poverty and built up a unique business to provide for himself and wife. Both were good from a human interest angle.

"GANGPLANK"

Special Event

WMCA, April 7, 1:30-1:45 p.m.

WELL-HANDLED BROADCAST FROM S.S. QUEEN MARY BEFORE SAILING.

The enterprising special events department of WMCA did a nice job in a gangplank interview from the Queen Mary before sailing yesterday. A highlight of the broadcast was a scoop on the daily papers in the way of an interview with Prince and Princess Chichibu of Japan who are en route to the Coronation. Though the royal personages themselves did not talk into the mike, Don Kerr had the same questions and answers as the New York newspapermen obtained in the royal suite, and he put them on the air before the daily paper lads could get them to their newsrooms. On behalf of the royal couple, Ambassador Saito made some gracious remarks before the mike, with Frankie Basch as interviewer. Martin Starr put John Brownlee, opera star, through some conversation, and did likewise with Nat Pendleton, screen celeb.

The color and thrill of a ship's departure were fairly effectively registered for the dialers.

"MERCHANTS IN MELODY"

with Ruth Howard and Roy Cambell's
Beau Brummels
Sustaining

WMCA, Tuesdays, 9:30-9:45 p.m.

ROUTINE PROGRAM OF MUSICAL NUMBERS AND SOME ATTEMPTED COMEDY.

This program was given a bad start by introducing Ruth Howard with some rather inane comedy chatter and interspersing more of same later in the routine. The girl is an appealing singer with a plaintive style, and should find it worth while to develop that talent. Roy Cambell's Beau Brummels, a male quartet consisting of Tomes Chapman, Clifton Billings, Ed Galloway and Rand Dupler, did satisfactory incidental service. They opened the show with "Goona Goo," and after Miss Howard sang "I Can't Lose That Longing for You" the quartet came in for "There's Frost on the Moon," with Miss Howard following in "I Adore You," then a closing medley by the ensemble. Allen Williams did the announcing and played foil for Miss Howard in the efforts to be humorous. Given better material and production, Miss Howard could shine.

Current Programs

George Stone

Brought back for a third appearance with Al Pearce's "Watch the Fun Go By" on the CBS network at 9 p.m. Tuesday, George Stone (not the film actor) was the comedy stand-out of this program. In his character of Duke Vladimir Yushkoff, a combination of George Givot and Parkyakarkus but with versatility extending further into the vocal line, he delivered an operatic burlesque running from the Lone Prairie to Mandalay with highly amusing results. Any major program in need of a good stooge will find a swell bet in this fellow Stone. Rest of the Pearce gang, Nick Lucas, Arlene Harris, Tizzie Lish, Eb and Zeb, and Larry Marsh's orchestra were, as usual, up to snuff.

Al Jolson

The awaited skit based on Al Jolson's own life was the high spot of his Tuesday night show over CBS at 8:30. Starting from the days when he was selling newspapers on Washington streets to earn the price of a theater ticket, the sketch briefly traced Jolson up through his career to the historic triumph of "Mammy." It was most enjoyable. In surrounding efforts on the program, Parkyakarkus contributed his usual complement of laughs, Martha Raye did a song and Victor Young's orchestra did its good bit.

Jack Oakie College

Appearance of Joe Penner as guest on Tuesday night's Jack Oakie show over the CBS network was a help in the comedy end, although the humor handed out was mostly of familiar vintage. Judy Garland, too, was good. Program as a whole was better than some recent Oakie shows. But still too much ineffective continuity.

- - and still they come!

UNSOLICITED

KVOO

PHILTOWER, TULSA

Please accept our congratulations on your fine daily publication. It should grow and grow, for it fills a real need, and it is a real asset to broadcasters who want to follow the activities of broadcasting.

KEN MILLER,
KVOO News Editor

WWJ

DETROIT, MICH.

We have thoroughly enjoyed "Radio Daily" and are sending through an order for a year's subscription.

EASTON C. WOOLLEY,
General Manager
RADIO STATION WWJ

WSJS

WINSTON-SALEM, N. C.

We have been following with a great deal of interest your publication, and feel that the day isn't complete until we've gleaned "Radio Daily" for all the information. Our staff just wouldn't be without it now.

RALPH BURGIN,
RADIO STATION WSJS

Certified Contest Service

I honestly believe RADIO DAILY is the finest medium of news I have ever seen. In my dual-capacity as radio editor of this company, and contest consultant (uptown at the RCA Bldg.) you have more than once "saved the day" for me. Contest-ly speaking, RADIO DAILY is a "quantity of quality." My subscription has paid for itself several times over, already.

HELEN KING,
Radio Editor

S I G N A N D M A I L T O D A Y

\$5.00 per year (Foreign \$10.00)

THE RADIO DAILY
1501 Broadway, New York City

Dear Sir:

Please enter my subscription to the RADIO DAILY, and The Radio Daily Service.

NAME.....

STREET.....

CITY..... STATE.....

☐ Check enclosed.

☐ Bill me.



MINNEAPOLIS Church Federation arranged some good promotion for the Sunday Players disks when they put out 78,000 circulars to pupils in public, parochial and private schools, calling attention to educational value of series.

Electro-Vox Recording Co. has enlarged its plant by putting up an addition in the rear, to house the mechanical equipment, and make room for new control room, audition room, etc.

Bill Irvin, radio editor, Chicago Daily Times is here to spend two weeks picking up news and pix for his paper.

Seymour Hastings, one of radio's pioneers in Southern California, died over the weekend, and was buried Tuesday. Hastings had retired several years ago, but occasionally came back to the microphone for some event close to his heart. His last radio talk was his Lincoln Day program on KFI.

Herbert Denny, Standard Radio's Florida and Southern representative, has solved a whole flock of problems with his huge, four-wheeled audition studio trailer. For one thing, he is certain of satisfactory audition rooms wherever he is, and among other things he has his own sleeping quarters, hotel accommodations and lounge wherever he wants to park his car, and that's an item in some of the longer runs on his trips.

Don Wilson is going to turn gentleman farmer. He has bought two acres in the San Fernando Valley on which he is going to build.

Simon d'Usseau, who was talent scout for California Hour, has signed to scout for Paramount Pix.

Back of Jack Benny's call for votes for the listeners' choice of a repeat of one of the series of dramatic sketches is Benny's yen to repeat the whole series. If last Sunday's feeler brings heavy response, he'll do 'em. Otherwise just the top choice, which Benny hopes will be a revival of his Emperor Jones.

Francis X. Bushman has been

★ Coast-to-Coast ★

FRANCIS D. BOWMAN, director and narrator of "Voice of Niagara," radio's oldest sponsored series of band music programs, will be able to take it a little easier after Saturday, when the series closes its eleventh consecutive year.

Alan Roberts ("The Prince of Song") switches to a new hour, 8:30 p.m., today over WMCA.

Eddie Green, before starting his own program with Louis Armstrong for Fleischmann tomorrow night, will be a guest on tonight's Rudy Vallee program.

Pontiac Varsity Show has drawn letters of commendation from all over the country and from abroad, many written by alumni of the colleges and universities honored in the broadcasts.

Jack Graney, sportscaster for United Broadcasting Co., WHK, Cleveland, will be in Chicago this week-end for the General Mills conference of baseball announcers.

Bill Frosch, announcer, has started his second year at WIRE, Indianapolis.

Lyle DeMoss, senior man on the street with KFAB, Lincoln, is suffering from an acute attack of laryngitis which necessitated Chuck Miller and John Shafer pinch hitting for him.

Jim Cox, continuity man for KFOR, Lincoln, is readying a series of half hour shows to appear each Sunday on KFOR dramatizing the lives of

signed for KFVB's serialized version of "Jane Eyre," a Friday night feature that is gaining a big audience.

Shirley Ross week-ended in Palm Springs, resting from the strain of the Ken Murray premiere.

Frank Healy of NBC press department, New York, is here with his wife, Elizabeth Palmer, who has a picture contract with 20th Century-Fox. Healy is on leave of absence and expects to stay quite a while.

Eddie Stanley, who was the new comic on Sunday's Cantor show will be on again for next week's program.

Tom Harrington, Young & Rubicam's Coast chief, came back to where he'd parked his car, and found it gone. Police recovered it, minus radio and accessories.

Lew Frost, assistant to Don Gilman, NBC chief on coast, is in Hollywood for a short stay.

KFWB has put in a new remote to the newly opened Paradise Hut, added another broadcast for Omar's Dome cafe, from 1:45 to 2 p.m., daily,

the west's heroes. First on is the life of Will Bill Hickok.

Madeleine Turk, poetry reader, returned to radio this week, with programs slated by Jimmy Shearer, manager of WHBI, Newark, N. J., for Sundays and Mondays. Miss Turk formerly sang on WAAM.

Travis Barnes, WTAR (Norfolk) salesman who has been doing mike work for one of his accounts, spends his spare moments at funerals and weddings. It turns out that Barnes is one of the local singers in demand about town.

Doug Arthur, WTNJ's Man-on-the-Street, apparently was arrested for blocking traffic on April 1 in Trenton, and Rupe Werlint took over the interviewing job, only to interview Douglas Arthur, who told about a grand April Fool joke perpetrated on radio listeners by radio announcers who apparently had been arrested for blocking traffic.

Ed Clark, announcer at WTNJ, Trenton, is a candidate for the Bordentown (N. J.) City Commission.

"Do You Need a Job?" WTAR (Norfolk) feature, changes in time from 9 o'clock Monday evenings to 7:45 effective April 12. Show presents five unemployed persons weekly and averages about fifteen calls for them.

Andy Hotz, control engineer for WNAC and the Colonial Network in Boston, is recovering at his home in Lexington from an appendix operation.

added to its regular 11:15 to 11:45 p.m. program.

Joine Alderman, socialite and club woman, is doing a 15-minute civic sustaining program for KFVB Mondays, Wednesdays and Fridays, titled Woman's Club of the Air.

George Jay of the "Listen Ladies" program for KEHE had Jimmy Tolson as his guest star yesterday and will have Mary Marten tomorrow. Jay has been interviewing various celebrities for KEHE, and future guests will include Ken Murray and Oswald, and Lois January.

C. W. Nash, chairman of the board for the Nash-Kelvinator Corp., with his wife and daughter, Mrs. Hyskell Bliss, were back-stage guests at the Lux Radio show Monday, it being Nash's first look in on how a big broadcast is staged.

Harry Barris, one of Bing Crosby's original trio, will work with Bing again when he is one of the Kraft Music Hall guests for the program of April 15. Other guests will be Percy Grainger, pianist and composer, Frances Farmer and Lionel Stander.



ZION PASSION PLAYERS used the facilities of station WBBM here last Sunday to air their regular weekly program after fire destroyed their own broadcasting studios in Zion City, Ill.

Kathryn Cravens of CBS in from Gotham interviewing several ace newspaper photos for her "News Through the Woman's Eye."

Hal Burnette, WBBM press relations, in Minneapolis last week-end to attend meeting of General Mills and Knox-Reeves agency in regard to summer baseball stanzas. Conclave of announcers for sponsor of the diamond sport will gather here at the Edgewater Beach Hotel this week.

Bill Murry in town.

Carl Schreiber and his ork, aired for 21 weeks from the swank Ivanhoe here last summer over a coast-to-coast CBS wire, return to the ether over WCFL and WGES from Guyon's Ballroom.

Ormandy Replacing Kolar

Ford Motor Dealers have signed Eugene Ormandy to take over the Ford Sunday Evening Hour broadcasts heard over the CBS net. Ormandy will replace Victor Kolar on the April 25 program and will continue through until June 13 when program is scheduled to fade for the summer.

Firemen's Bee on NBC

A Spelling Bee between representatives of the New York and Chicago fire departments will be aired over the NBC-Blue network Saturday, 4:30-5:30 p.m. New York team will broadcast from Radio City, with switches to Chicago studios for that team's pick-ups. Each side will have 15 spellers ready for spell-down with five alternates standing by.

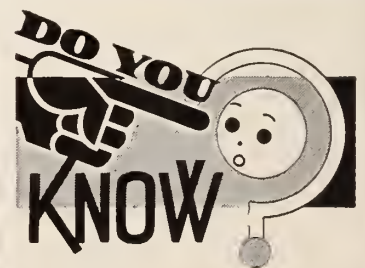
"Jam Session" New WTMJ Show

"The Jam Session" is a new sustaining each Monday 4-5 p.m. over WTMJ, Milwaukee, with Johnny Olson as announcer, Frank Werth's "Swingsters," and a number of guest stars.

ONE MINUTE INTERVIEW

LANNY ROSS

"I get many letters from listeners whose reactions are swell tips on just what listeners want. They like romantic, youthful songs, if the singer is young. They want young voices to sing about Spring and love and laughter. Most of them express the opinion that they prefer their operatic and serious musical entertainment from mature artists of great experience."



NBC, CBS and Mutual provide programs for more than 250 of the 700 broadcast stations in the U. S.



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 43

NEW YORK, N. Y., FRIDAY, APRIL 9, 1937

FIVE CENTS

5-Language News Programs

WIRE-SNIPING LOOMS IN CHICAGO BAND JAM

Chicago—Reluctance of Hotel Drake management and Mutual Broadcasting System officials to let NBC install a wire in the Gold Coast Room where Paul Whiteman and his orchestra open tonight is expected to result in an outbreak of band-spot and wire-sniping between NBC, CBS and Mutual. Hotel Drake is one of Mutual's strongest spots, but Whiteman is under NBC management and for various bookings NBC has turned over its band contracts to Consolidated Radio Artists Inc., which handled the Drake booking.

Whiteman and NBC sought a one-hour Sunday night concert sustaining out of the Drake, but Edwin L. Brasheers, manager of the Drake, and WGN-Mutual officials to date

(Continued on Page 8)

Treaty Angle Hearing On Duffy Copyright Act

Washington Bureau, **RADIO DAILY**
Washington—Senate Foreign Relations Committee will hold a special meeting Monday at 10 o'clock for the purpose of discussing treaty angles of Duffy copyright bill. Senator F. Ryan Duffy will preside.

Testimony is expected by attorneys and executives of organizations and trades interested.

"Little Orphan Annie" Renewed Through 1937

Wander Co., Chicago (Ovaltine) has renewed "Little Orphan Annie" through 1937. Program is heard on 28 NBC-Red network stations, Mondays through Fridays, 5:45-6 p.m., with repeat for western stations at 6:45 p.m. Blackett-Sample-Hummert Inc., Chicago, placed the account.

Illustrated

Kansas City—While WHB's "Man at the Wheel" interviewers were quizzing two local policemen at a boulevard intersection on "What causes auto accidents?" a couple of obliging motorists, more interested in the street broadcast than in their driving, collided right by the mike.

Listeners heard the crash of fenders and bystanders yell.

Makes Good

Chicago—Douglas Perkins, 13-year-old harmonica player, who hummed his way with \$6 to Chicago from Cobb, Ky., and asked a Palmer House clerk "Where's the radio station here?" has been signed by the Alka Seltzer National Barn Dance for tomorrow.

CBS, NBC SWITCHING CLEVELAND STATIONS

Report that CBS would drop its Cleveland affiliated station, WHK, at the expiration of its present contract on Oct. 31, was confirmed yesterday by Herbert V. Akerberg, CBS vice-president in charge of station relations, and in its place CBS has signed WGAR as the Cleveland outlet, effective Nov. 1.

WGAR at present is an NBC-Blue affiliate, and it is understood that NBC is now negotiating with WHK.

(Continued on Page 3)

Reduce Gillette "Sing" Effective on April 25

West Coast Bureau, **RADIO DAILY**
Los Angeles—Gillette Safety Razor Co., on April 25, will reduce the CBS "Gillette Community Sing" program to a half-hour period, 10-10:30 p.m., it was announced by Ruthrauff & Ryan yesterday. Agency is now seeking an earlier spot on CBS network for eastern listeners with a repeat for the coast.

Kate Smith Switching Network and Sponsor

Kate Smith, now heading the A. & P. "Band Wagon" program, one-hour show on Thursday nights via CBS network, will switch network and sponsor in the Fall, going to NBC under the sponsorship of Calumet Baking Powder, a product of General Foods.

Calumet now has the Phillip Lord feature, "We, The People" on NBC-Blue net as a Sunday half-hour show. The Lord program which fades May 16, will be taken over by another firm.

Miss Smith is expected to vacation

Service in Italian, German, Polish and Portuguese Being Made Available by Van Cronkhite Associates

FOUR NEW ACCOUNTS STARTING ON MUTUAL

Lovely Lady Inc., Chicago (cosmetics), Procter & Gamble (Oxydol), Ravin Co. of California (cosmetics) and Willys-Overland Co., Toledo, are four new clients which will shortly begin spring radio campaigns over the Mutual network.

Procter & Gamble this Monday will start "Couple Next Door" a quarter-hour script show, Mondays, Tuesdays and Wednesdays, over WGN, WLW. Program keyed from WGN. Blackett-Sample-Hummert Inc., Chicago, placed

(Continued on Page 8)

50 Mikers to Attend Chi. Baseball Confab

Chicago—Some 50 announcers handling baseball broadcasts, as well as sponsors and important figures in baseball administration, will be present for the first national conference of its kind to be held April 11-12 at the Edgewater Beach Hotel. Knox Reeves Ad. Agency of Minneapolis will supervise the meeting, which will discuss technique, showmanship, etc., and attempt to coordinate more than 8,000 baseball broadcasts for General Mills, Socony-Vacuum and Goodrich Tires.

Programs of foreign language news service in Italian, German, Polish and Portuguese are about to be offered by Van Cronkhite Associates Inc., recently organized radio news service headed by John Van Cronkhite, **RADIO DAILY** learns. The foreign language programs will be in addition to the regular Van Cronkhite news service in English.

Besides giving summaries of the day's headline events, delivered direct by teletype printers, the foreign lan-

(Continued on Page 3)

Skelly Oil Placing Series in Mid-West

Kansas City—Newton Cross, in charge of the Skelly Oil Co. account for Ferry-Hanley Advertising Co. here, has scheduled a series of spot announcements for Skel Gas over eight mid-west stations and has bought time over KMA, Shenandoah, WMT, Cedar Rapids, and KRNT, Des Moines, of the Iowa network for the same product, using a quarter hour program of German band music, twice weekly.

"Sweetest Love Songs" In New Time on NBC

Sterling Products Inc. (Phillips dental cream) on April 27 shifts the "Sweetest Love Songs" on the NBC-Blue network to a 9:30-10 p.m. spot on Tuesdays. Program will use the same network with the exception of WCKY, which cannot clear the new time period. Show is currently heard Mondays, 8:30-9 p.m. Blackett-Sample-Hummert is the agency. Air Features Inc. produces the program.

Too Much Business

Chicago—When baseball season opens April 16 on WBBM, the CBS outlet here will have to drop at least three daily sponsors due to complete sellout of commercial schedule. One, Goldberg Credit Clothing, will stay on air by buying two-hour Friday night "Nuttly Club" broadcast, 11 p.m.-1 a.m. Sets record for late night time sale.



Vol. 1, No. 43 Fri., Apr. 9, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicote, President and Publisher; Donald M. Merser, Treasurer and General Manager; Chester J. Bahn, Vice-President; Charles A. Alicote, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, 10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk and Verne Bailey, 6425 Hollywood Blvd. Phone Granite 6607. Application for entry as second-class matter is pending.

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FINANCIAL

(Thursday, Apr. 8)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	170 1/2	168 3/8	169	— 1
Crosley Radio	21 1/2	21	21 1/2	— 1/4
Gen. Electric	54 1/2	53 1/8	54	— 1/4
North American	25 1/2	25	25 1/4	— 1/4
RCA Common	11	10 5/8	11	— 3/8
RCA First Pfd.	74 3/8	73 3/8	74 3/8	— 3/8
RCA \$5 Pfd. B.	(86 Bid)			
Stewart Warner	18 1/2	17 1/8	18	— 1/8
Zenith Radio	32 1/2	31	32	— 1/2

NEW YORK CURB EXCHANGE

	Bid	Asked
Hazeltine Corp.	16 1/2	16
Majestic	4	4
Nat. Union Radio	2 3/4	2 5/8

OVER THE COUNTER

	Bid	Asked
CBS A	56 1/2	58 1/2
CBS B	56	58
Stromberg Carlson	15	16

WATR Changes Recommended

Waterbury, Conn. — Granting of WATR's application for change in frequency to 1290 kc., increase in power to 250 watts, unlimited hours, removal of transmitter and installation of new equipment has been recommended by FCC examiner.

George Sharp in Music Series

George Sharp, baritone, will be heard in a new series of WMCA programs every Monday afternoon at 2 p.m., tracing the origin and history of American songs.

"Couple Next Door" Returns

Chicago—"The Couple Next Door" returns to WGN and the Mutual network Monday at 9:45 a.m. CST as a daily except Saturday and Sunday. Thompson Buchanan will again write the show, with Olan Soule, Donna Creed and Jack Brinkley in the cast.

MARTIN BLOCK'S "MAKE-BELIEVE BALLROOM"

A WNEW FEATURE
1250 Kc.

10 to 11 A.M. - - - 5:30 to 7 P.M.

Marianni Signed by CRA; King's Jesters Renewed

Hugo Marianni and orchestra, currently at the Blackstone Hotel, Chicago, has been signed by Consolidated Radio Artists Inc. under exclusive management.

Another Chicago band, The King's Jesters, at the LaSalle Hotel since February, have been renewed for another four weeks from May 1. Band with NBC wire is under CRA management.

First Coronation Broadcast

First official Coronation program comes over the NBC-Blue network today, 3-3:30 via British Broadcasting in the form of a concert by His Majesty's Welsh Guards Band led by Major Andrew Harris, M.B.O. Kenneth Adams of British Broadcasting Corp., will be the commentator.

On April 14, NBC will inaugurate a series of more than 40 international broadcastings pertaining to the Coronation, and bringing to the mike dignitaries from all walks of English life, as well as famed authors and British governmental officials from England and its colonies. Variety will be the keynote with music, talk and special programs for women also.

Fraser-Glenn Marriage

John Gordon Fraser, NBC announcer, and Bettie Glenn, publicity woman, were married yesterday at the Little Church Around the Corner. Couple will live at Forest Hills, L. I.

WQXR Music Appreciation Series

Oxford University Press is sponsoring a music appreciation series called "Analyzing the Symphony," which premieres over WQXR at 8-8:30 p.m. April 12. B. H. Haggin, music critic and author of "The Book of the Symphonies," which was published by the Oxford University Press, will conduct the series, which will be heard every Monday.

WOR "New Poetry" Resumes

"New Poetry" series will be resumed by A. M. Sullivan over WOR at 2:30-3 p.m. Sunday.

Glenn Morris to Movies

Glenn Morris, 1936 Olympic Decathlon champion, resigned from the NBC news and special events department yesterday to enter the movies. He is now en route to Hollywood to sign his contract. Morris entered the special events department last fall directly after graduation from college.

Columbia Signs Howard Barry

Howard Barry, baritone, has been signed to an exclusive contract by the Columbia Artists Inc. Barry, heard over KHJ, NBC, CBS and the Yankee network, made his debut as a professional performer in 1928. He took over a Leo Reisman band and played the New Brunswick Hotel, Boston, for one year. Mack Davis set the deal for Columbia.

KXBY Moves May 1

Kansas City—KXBY, whose general manager, H. R. Makelim, has signed a three-year lease on the entire 22nd floor of the Fidelity Bank Bldg. for conversion into modern broadcasting quarters, will move from its present location about May 1. New place will provide for three studios, control room, news room, offices, audition room and lounges. Transmitter will remain where it is. First National Television School also remains in the Keystone Bldg.

Special for May Day

Star Radio Programs Inc., at a meeting of the program board yesterday, decided to produce a special May Day program, to be released in about a week. An important announcement for subscribers of the Star service also is to be made at that time. Meeting was presided over by Burke Boyce, program supervisor and former NBC continuity head.

Gummo Marx Has New Serial

Gummo Marx, artists' representative, has a new radio serial titled "The Janitor" now under consideration by potential sponsors. Script is a human interest-comedy employing as its central character an apartment house janitor who knows every tenant's business and who gets himself into one scrape after another through his efforts to help others out of their troubles. Chief role will probably be played by a prominent stage star.

2 Quit Young & Rubicam

Taylor Adams and Matthew Casey, account executives, have both resigned from Young & Rubicam.

Douglas Manson in New Post

Douglas C. Manson, formerly associated with the BBD&O advertising agency and publications, has joined the staff of Brooke, Smith, French & Dorrance, Inc.

Phil Regan Back East

Phil Regan and Mrs. Regan arrived from the coast yesterday by motor. Regan will guest star on Ed Wyn's program in about two weeks. Shell Chateau is also angling. Regan recently finished work in "Hit Parade," Republic film.

English Tele Star in Debut

Polly Ward, blonde singing star who recently arrived in this country from London, will make her American radio debut with Arnold Johnson Sunday, 6-6:30 p.m., on the "1937 Radio Show," over the Mutual Broadcasting System.

COMING and GOING

CHARLES W. MYERS, owner of KOIN, and NAB president, arrived in New York from Washington yesterday morning on a business trip.

WALTER R. BROWN, NBC engineer, leaves tomorrow for San Francisco. Brown is one of the engineers making the 14,000 mile trek to cover the eclipse.

RALPH WONDERS left early this morning for Chicago.

BREWSTER MORGAN, CBS director, left for Baltimore this morning to meet MRS. MORGAN returning from the coast.

ARTHUR BORAN leaves tomorrow for Philadelphia.

PHIL REGAN arrived yesterday from Hollywood and will do guestar spots while here.

JOHN VAN CRONKHITE of Van Cronkhite Associates left New York yesterday for Detroit, and then to Chicago.

JACK INGERSOLL, DON DUNPHY and PAT BARNES, all of WINS, go to Chicago for the baseball announcers' conference being held Sunday and Monday at the Edgewater Beach Hotel.

JAMES F. CLEMINGER of WMCA leaves Monday for Detroit.

TITO GUIZAR, CBS tenor, returns to New York from Detroit today to warm up for his April 20 concert at Carnegie Hall.

H. R. (HAL) MAKELIM, general manager of KXBY, Kansas City, will leave the end of the week for New York on business to be here a week.

CARLTON E. MORSE leaves April 28 on the China Clipper for the Orient.

Harold Arden in Hospital

Harold Arden, whose band is heard nightly over WNEW on the Dance Parade, is seriously ill in a New Jersey hospital. His band, under the direction of one of its members, will continue to air from the Rustic Ballroom, still being billed as Arden's band.

WBNX "Court Pros and Cons"

A series titled "Supreme Court—Pro and Con" will start Sunday as a 5-5:30 p.m. weekly feature on that day. Mortimer Hayes and Robert E. Lee, attorneys, will debate at the first session.

WHN Program Changes

The Broadway Melody Hour, heard over WHN and featuring Col. Jay C. Flippen, switches to Wednesday nights, 8-8:30 p.m., effective April 14. The Supper Club, a new sustaining feature with Irving Aaronson and his band and Marion Melton, singer, take over the Monday 8-8:30 p.m. spot April 12.

"BARON MUNCHAUSEN"

JACK PEARL

RALEIGH and
KOOL CIGARETTES

WJZ-10 P. M. E.S.T.—Friday
NBC Network

Dir.: A. & S. LYONS, Inc.

LEO SAYS:

Only WHN
has World-Telegram
stock market reports
twice daily!

WHN DIAL 1010
AFFILIATED WITH
M. G. M. LOEW'S



NEWS IN 5 LANGUAGES FROM VAN CRONKHITE

(Continued from Page 1)
guage department of the Van Cronkhite news service will include special feature material, sports, women's items, oddities, etc.

A leading national sponsor is understood to have the proposition at present under consideration for a first crack at it. Roesler & Howard, station representatives, are handling placement of the program.

John Van Cronkhite arrived in New York this week from Washington and the south after spending about 60 days on a survey tour that embraced over 100 stations. His visit here is believed to have been principally in connection with the foreign language news service. He also conferred with CBS before leaving by plane yesterday for Detroit, from which point he returns to his headquarters in Chicago.

CBS to Air Armory Drama

CBS has received permission to broadcast a special program from the 7th Regiment armory, New York, on April 11, entitled "Fall of the City," the first in a new series of dramatic shows written exclusively for the air by prominent playwrights. Irving Reis directs the show, which will be heard over a coast-to-coast network from 7-7:30 p.m.

Complaint Before F.T.C.

Wesleyan Diesel Service, Inc., 2906 Leavenworth St., Omaha, Neb., dealer in correspondence courses in Diesel engine installation and maintenance, is named respondent in a complaint issued by the Federal Trade Commission charging certain unfair methods of competition. Advertising by radio and in newspapers, magazines and circulars, respondent company is alleged to have made unwarranted representations to prospective pupils.

SAN ANTONIO

Dick Harwell back at the KABC mike after a recent illness.

Jerry McRae's Texas Rangerettes are picked up nightly by KABC from the Playhouse Cafe.

Jerry (Bud) Morgan, program director on KONO, is also doing the daily "Snoopy Hollywood Reporter" for Mission Broadcasting Co.

Announcer Geo. Downs of KONO will become a benedict in June.

KTSA General Manager H. C. Burke informs that his station now has 49 accounts, which sets a new high for this Hearst chain outlet.

On Tour

GLEN GRAY

and the

Casa Loma Orchestra

Management Rockwell-O'Keefe, Inc.
Radio City, N. Y. and Hollywood

NEW PROGRAMS—IDEAS

"The Right Job" on WGN

"The Right Job," a new 15-minute series in which young men and women are steered into fields of occupation suitable for their natural talents, makes its bow Sunday at 1:30 p.m., CST, over WGN, Chicago, and the Mutual network under the auspices of the University Broadcasting Council and Northwestern University.

The program, which will feature Dr. Samuel N. Stevens, Professor of Applied Psychology at Northwestern University, will have actual interviews with young people selected from the National Youth Administration of Illinois. The hobbies, tastes and preference of the interviewee will be brought out in such a manner that listeners who have similar tastes can be guided by the vocational expert's solutions.

Pronouncing Bee at WDRC

Beginning April 16 at 10 p.m., WDRC in Hartford will present a new feature, "Readin' and Writin'" with Bob Provan. The program is in the nature of a spelling bee and "pronouncing" bee combined. Listeners will be asked to make two lists: one for words to be spelled correctly and the other for words to be pronounced correctly. Each word will score a certain number of points and at the end of the program each listener will be able to "mark his own paper". Bob Provan, station announcer, will handle the show, bringing in many words commonly spelled incorrectly and pronounced incorrectly.

"Musical Spelldown"

"Musical Spelldown", which had its first trial Sunday morning over WTMJ, Milwaukee, came up a winner. Eight contestants were selected from the large studio audience. Organ and piano furnished the mystery melodies, and Phil Cameron went along the line with a hand mike. Runner-up missed on Handel's "Largo", but winner named it pronto and took away the prize, a nice auto robe. Program looms as a topnotch air feature.

Live Stock and Farm Chatter

WDGY, Minneapolis, on Monday, will begin a new series of daily programs known as the Sunshine Live Stock reporter. It will consist of one 15-minute noon day period and an early morning program. During each period a remote broadcast from South St. Paul will be given. On this broadcast, the activity of the live stock market will be presented. The balance of the program will be given over to items of interest to Farmers. The series is sponsored by the Hubbard Milling Co., Mankato, Minn., in connection with an association of 150,000 Northwest farmers. Account was placed through the McCord Agency of Minneapolis.

WJNO as Cupid's Aid

A program idea offering an opportunity to provide suitable music without having artists in attendance, when the space at the scene of the ceremony is limited, was evolved recently by WJNO, West Palm Beach, Fla. The station's staff pianist, Alice Weldon, assisted by the Lauger Sisters and Joe Weldon, helped in an 8 p.m. marriage ceremony at a residence several miles from the studio. Entire program was produced without rehearsal.

Alice Weldon opened the program playing "The Wedding March", followed by the Lauger Sisters singing "O Promise Me". Joe Weldon offered one appropriate vocal number. The vocal numbers were interspersed with appropriate piano numbers by staff pianist.

Dramatize State's Industries

New Jersey's fame as an industrial state is being dramatized in a new series of broadcasts presented each Thursday evening over WPG, Atlantic City, 10-11 p.m. Leading industries and manufacturing concerns are co-operating by supplying the complete history of their developments, while vocal and instrumental talent from these various concerns is featured when available. The Whitall-Tatum Co. of Millville is featured in the initial broadcast, with the Owens Illinois Glass Co. the subject of the second program in the series of 26.

Ball Fans Get Break on WLTH

Starting April 17, WLTH through its live wire sports commentator, Jocko Maxwell, will permit baseball fans to express their opinions on the current big league baseball races during the WLTH Sports Parade on Saturdays at 6 p.m.

The baseball fans will be asked to simply forward their name and address to Jocko Maxwell at WLTH, New York, and on the air they go.

Nick Lucas to Emcee Benefit

Nick Lucas, currently airing on the Ford Motor Dealers program Tuesday nights, will make a special trip to Hartford, Conn. on April 24 to emcee a benefit performance for the crippled children of that city.

Horlick Signed by R.O.K.

Harry Horlick has just been signed by Rockwell-O'Keefe, Inc.

Neil Hopkins With "Skillet"

East & Dumke have signed Neil Hopkins for their new "Sisters of the Skillet" program.

EDDY DUCHIN

and HIS ORCHESTRA

Third Record Week at Paramount

Appearing Currently at

PLAZA HOTEL

Management MCA

CBS, NBC SWITCHING CLEVELAND STATIONS

(Continued from Page 1)

Switch in station alignment between CBS and NBC may take place before Nov. 1 if NBC can close a deal with WHK before that time.

WGAR is owned by the same interests which own WJR, another CBS affiliate and it is understood that G. A. Richards and Leo Fitzpatrick have been negotiating with CBS for some months. Fitzpatrick was in New York last week conferring with Akerberg. WGAR operates on 1450 kcs. with 1,000 watts daytime, 500 at night and WHK 2,500-watter daytime, 1,000 at night on 1390 kcs. New network rates for stations have not been announced.

NBC would not comment on the WHK-WGAR switch, neither would they say anything regarding a report from New Orleans that WDSU had been signed to join the NBC-Blue web. WDSU, likewise, when contacted by RADIO DAILY correspondent would not confirm, nor deny, the reports.

Gould Joining Whiteman

Morton Gould, 23-year-old musical conductor heard currently over WOR and Mutual network, joins the Whiteman organization.

CHICAGO

H. LESLIE ATLASS, vice president of CBS, back from New York weekend.

William S. Hedges, vice-president of Crosley Radio in charge of WLW operations, visiting old friends at NBC offices here.

Jack Dowling, sone of Broadway singing politician Eddie Dowling, now scripting radio column of Daily Times in absence of Bill Irvin ("Don Foster") who is visiting Hollywood studios.

Helen Bennett, former "Miss Missouri" playing in "Cactus Kate" on WGN, is playing ingenue lead in Group Theater's smash presentation of "The Angel," backstage comedy.

Chicago laughing at story of Bob Taplinger, New York P. A., who bought 15 Palmer House slugs to use during his Windy City stay when he discovered that his Broadway nickels wouldn't work in Chicago's phone booths. The slugs didn't work in any other phone in town, so Taplinger used them to pay his bill.

THE SONGBIRD OF THE SOUTH

★ ★ ★ ★

KATE SMITH

A & P BANDWAGON

THURSDAYS

CBS NETWORK 8-9 P.M., E.S.T.

EXCL. MANAGEMENT TED COLLINS

NEW BUSINESS

Signed by Stations

WBRY, Waterbury

Bond Clothes, "The Sports Round-up," 5-minute programs and spots, Monday through Friday.

WPG, Atlantic City

Frigidaire dealers of South Jersey, "Frigid-Airs," twice weekly presentations.

KMOX, St. Louis

St. Louis Star-Times, "The Star-Times Air Edition," 15-min. broadcasts, six a week.

WTMJ, Milwaukee

Coolerator (ice box), transcriptions, renewed for the summer.

WIP, Philadelphia

J. Siegal (clothiers), Ed Wallace's "Man About Town," 5-min. chatter program, six nights weekly, 13 weeks.

WDGY, Minneapolis

Haskins Bros. Co., St. Paul (soap), daily 15-minute program featuring Sons of Pioneers; Hubbard Milling Co., Mankato, Minn., in association with northwest farmers, two daily periods.

WOR, Newark

Radbill Oil Co. (Renuzit), 78 spot announcements, featuring Jean Dahl in household talks and will be heard Monday, Wednesday and Friday, 5:10-5:15 p.m. for 26-week period.

WHN, New York

I. J. Fox (furrier), 216 spots, Monday through Saturday beginning April 12. There will be six announcements per day for 6 weeks. Schillin advertising agency has the account.

WNEW, New York

The Walkathon, now being held at the Brooklyn Ice Palace, has purchased five 15-minute spots per week. News of the contest will be aired Tuesday through Saturday, 2:45-3 p.m. Schillin advertising agency has the account.

BOSTON

Court Treat has been appointed manager of WORL in the Hotel Miles Standish. The station has just been taken over by the same management as WCOP in the Copley Plaza. William Enyman, former manager, has resigned.

Whitman Hall, Chief Engineer of WCOP in the Copley Plaza has recovered from an attack of the flu and is back to work.

Morton Blender, chief announcer for WCOP, has resigned and will leave for Chicago this week to take up his new duties in an advertising agency there. Thornton Steel from WRDC, Hartford, replaces him.



• • • The Don Wilson-Hollywood Varieties announced for the Jell-o summer show here yesterday is being held in abeyance until Tuesday pending the outcome of the Henry Hull-Georgie Price audition which Fred Norman is putting on with Miff Mole's band and Ben Grauer as commentator....This will be the final audition made for the summer spot by the agency....Ralph Wonders' mysterious departure for Chicago late last night was made to confer with a former employee of his, Neal Conklin, who heads a band outfit there....Don't be surprised if there's a definite link between the two soon....The Blackett-Sample-Hummert audition the other day was to hear "feminine" male voices for the Bea Lillie show....David Sarnoff holds a private television party at his home the 12th.

• • • Two swell kids stepped up to the Little Church Around the Corner yesterday to say "I Do" after having an on-and-off romance for the past three years....NBCaster Jack Fraser and Press Agent Bettie Glenn....Recently we suggested here that Zeke Manners and his hillbillies were worthy of network recognition—and they got a spot on Al Pearce's Ford show via CBS. They clicked so big then—that they are booked to repeat within three weeks.

• • • Dick Powell will be on the Maxwell House coffee show coming from the coast in July....H. Williams from the agency is out there now lining up talent....That Hollywood Hotel spot is up in the air again. Tony Martin may not fill it because Fred MacMurray will stay—and the latest one being considered by the agency is Jerry Cooper, who fades from Drene shortly....Rudy Vallee is resting at his lodge in Maine for a few days before sailing on the 24th....A complete hour show with guest artists will stand by in the studios here during Rudy's London airings, just in case something goes wrong....Henny Youngman presented Ted Collins with a gold wrist watch yesterday—which wasn't ENGRAVED!

• • • The Phillips Lord office received a letter from a fan the other day stating that "even though Tiny Ruffner did make a few mistakes on his last show, this wasn't substantial reason to FIRE a fellow!—that you should have given him another chance"....Thought you'd get a kick from that, Tiny....Ruth Russell, NBC script girl, is engaged to a sound man....FDR will be tuned to Max D. Steuer via WOL of the Inter-City net when the barrister speaks on the Supreme Court Wednesday night....Tip-off: M. D. Steuer will speak FOR the issue....Frank Black has been renewed on Magic Key....Alice Faye recorded two songs for Brunswick from the Winchell-Bernie flicker.

• • • Mark Warnow's production man had an appendicitis attack the other night and was rushed to the hospital for an operation—taking the continuity of the show along, which had Mark up in the air until the man came out of the ether....Mrs. Samuel Tabak, wife of the musician union director, is recuperating in Lenox Hill hospital....Allan Prescott has been renewed for the summer months....Hollace Shaw, CBSinging star, was discovered by Brewster Morgan out on the coast while filling-in for a girl on the Marx brothers audition which was piped here and is now the white-haired girl there.

PROMOTION

Plug Pontiac Series

NBC's "Broadcast Merchandising" this month features art work and story on Pontiac's college series, originating on a different campus each Friday night. "Varsity Show," article states, is carefully merchandised to intelligent groups of potential car buyers. Reproductions of local advertising plus photos of college folks and locale are included.

Signal Oil's campaign on the Coast is also used, show being tied up with independent dealers, with the consumer selling placed secondary to securing merchandising support from service stations. Art work includes reproduction of some of the spotlight advertising used.

Handicapper Contest

WMCA, New York, has a new promotion piece entitled "3,383 Men on a Horse"—"Women Too," by way of calling attention to the Webster-Eisenlohr (N. W. Ayer agency) program, "Today's Winners." Amateur handicappers contest clocked 20,301 entries in one week, a daily average of 3,383 cigar bands being involved, for a total of 40,602.

Total entry fee figured at 18 cents a contestant in postage and 60 cents worth of the havanas.

WXYZ Showmanship Folder

A folder labeled "WXYZ Showmanship," containing instances of recognition and praise accorded the station and its programs by the press and radio editors, has just been issued by the Detroit key station of the Michigan Radio Network.

Among the 48 commercial productions built in WXYZ's studios each week are six half-hour programs and six quarter-hours. Station airs three half-hour commercials weekly to WOR, New York; WGN, Chicago, and Don Lee on the coast; also 16 commercials weekly to WSPD, Toledo.

19 Counties in Spelling Bee

Students of High Schools in 19 counties of northern Indiana and Western Ohio are participating in the High School Spelling Contest, sponsored by the Fort Wayne Journal-Gazette and Westinghouse WOWO, Fort Wayne, Ind., and broadcast each Monday 8-9 p.m. and each Saturday 4:30-5:30 p.m. CST, over WOWO. This contest offers unusually attractive prizes both locally and at the Cleveland exposition where the finalists selected in Fort Wayne, will spell for national honors. R. Nelson Snider, principal of the local South Side High School, is word pronouncer for the contest, and J. A. Becker, station relations director, acts as master of ceremonies. Becker also made arrangements, including those enabling the local winners to participate in the Cleveland Exposition, for the spelling contest.

ORCHESTRAS MUSIC

SHANDOR, gypsy violinist of the networks, has organized a seven-piece string ensemble under his conductorship to play for radio programs, hotels and special dates. The orchestra is already auditioning for guest appearances on air programs and is also arranging to make some recordings and transcriptions. Leonard F. Winston represents the outfit.

Victor Moore writes his own lyrics for the incidental music on the "Twin Stars" program.

Mark Warnow reverts to his original policy of playing ten hit songs on his programs instead of the seven he's been featuring.

Glen Gray and his Casa Loma Ork will play for the Manassas Battlefield Memorial Association which this year combines with the Lee Highway Memorial Association in an Annual Ball, the proceeds of which are dedicated to battlefield grounds. The Ball will be held at the New Willard, in Washington, on April 20.

Abe Lyman's NBC airing on Wednesday nights now includes six selections of his own choosing, in addition to the regular seven winning songs of the week. The aforementioned six include standard accepted numbers of other seasons, with special Lyman arrangements to conform with the fast-tempo policy of the program.

Rubioff and his much-publicized instrument anticipate his Hollywood interlude by presenting a program of California melodies on his Sunday, April 11th broadcast over the WABC-Columbia network. "California Here I Come" heads the list of west-coast ditties.

Vaughn Bradshaw, in charge of music clearance at WTAR, Norfolk, is readying a group to organize as the Norfolk Chapter of the United Hot Clubs of America. Lee Chadwick is the only other staff member interested; but lots of local boys turn out for the jam sessions at the WTAR studios, with old swing phono discs holding sway.

"Mississippi Misery," song featured in Josef Cherniavsky's "The Foolies" will have its radio premiere on the Cherniavsky Musical Camera pro-

WANTED CONTINUITY WRITER

— human interest dialogue;
4,000 words; 2c a word.
WRITE BOX B101
RADIO DAILY, 1501 B'way, N. Y.

RADIO PERSONALITIES

No. 23 in the Series of Who's Who in the Industry

LESTER A. BENSON, president and general manager of WIL, better known as "Eddie" to the radio fraternity of St. Louis, is the 36-year-old dean of broadcasting in St. Louis. In spite of his youth, Benson is a radio pioneer. His experiments with radio began when he was 14 years old. Before he was 15, he built and operated an amateur spark station. In 1916 he entered Washington University, St. Louis, to study electrical engineering with a view of making it his life's work, and gained the reputation of being one of the best informed persons on the subject in the country.

Benson, when only 17, was made a Marconi Wireless Operator aboard the S.S. Arizona, passenger steamer on Lake Michigan. A few months later the U. S. entered the World War and Benson enlisted in the Army. He became an instructor in radio and was later commissioned a first lieutenant. After the war, he returned to St. Louis and opened the Benwood Radio Co., a radio parts and service store. Here he built his first radio transmitter and put it into experimental service, and in 1920 broadcast the first voice in St. Louis during the Harding election. Later he gave the first commercial broadcast from St. Louis.

Benson built the St. Louis Post-Dispatch station, KSD, also KFVE (now KWK), University City, Mo., later sold to Thomas Patrick Convey, and KFGJ, making four stations built by him in six years.

Back in 1921, Benson introduced the first police broadcasting from an automobile in motion, a type of broadcasting later adopted all over the country and now used in fighting crime. He also introduced play-by-play baseball broadcasting in 1926 from Sportsman's Park, St. Louis.

He has been the guiding hand of WIL throughout the past 15 years, devotes much of his station's time to civic service work, and can boast of having one of the most popular stations in the middle-west.



Unusual record for a youth

gram over the NBC-Red Sunday, April 11 at 4:30 p.m. The song, based on a Negro folk theme, will be sung by Russell Dorr, guest baritone.

The Lazzara Baking Co. of Pater-son sponsors a musical program consisting of an ensemble of mandolins, guitars, mandolas, string bass and tympani under the moniker, "The Giuseppe Verdi Forty Novelty Strings" every Sunday, 9:15 a.m. to 9:45 a.m. over station WOV. Conductor is Domenico Amato.

Rosa Ponselle rings down the curtain on the Met. Opera spring tour broadcasts with Bizet's "Carmen" to be heard Saturday, April 17, beginning at 2:00 p.m. over the NBC-Red. Rene Maison, as Don Jose, will have the leading male part in the opera, which will be heard from the Cleveland Public Auditorium.

Mildred Gerber, Chicago girl, who made her operatic debut in "Lucia" with the Chicago Opera Company last fall, will be starred as guest soloist with the WGN Concert Orchestra on the "Pageant of Melody" program from WGN's main studio at 9:45 CST Monday. She will co-feature with Attilio Baggiore, tenor. The concert will be directed by Joe Johnson, associate conductor of the orchestra.

Dixie Dale Joins WMBH

Dixie Dale, singer, formerly with WLW and NBC, has been added to the staff at WMBH, Joplin, Mo.

CINCINNATITEMS

Fred Thomas of the Crosley news staff and Ruth DeVore of the DeVore Sisters Trio, in WLW's "Moon River" program, hopped over to Covington, Ky., and were hitched the other day.

Jane Grey, the Crosley artist, is applying the finishing touches to her "Psychoscoping the Famous" before delivery to the printers. Between its covers are Presidents, radio and movie personages, and other interesting names. Her "scope" on the late Ross Alexander of Hollywood will startle the readers.

Florence Hallman, formerly of WIBG, Greensboro, N. C., has joined the Southland Rhythm Girls orchestra, featured daily by WCPO.

Returning to the scenes of his first triumph as an entertainer, Little Jack Little is turning them away at the Hotel Gibson.

Bill Seymour, latest addition to Peter Grant's announcing staff at WLW-WSAI, is a brother of Grand Hotel's Anne Seymour.

Cincinnati is keeping step in step with radio's progress. During the past year WSAI, WCPO and WKRC have erected new transmitters. And recently WCKY was granted 10,000 watts.

At the Rainbow Grill Emery Deutsch

and His Orchestra
Unusual, Romantic Music
CBS Artist Bureau
Management Rockwell-O'Keefe, Inc.
Radio City, New York and Hollywood

NEW PATENTS Radio and Television

Compiled by
John J. Brady, Attorney
Washington, D. C.

2,075,809—Control Apparatus for Radio Receiving Sets. Robert B. Foster, Los Angeles, assignor to John B. Smiley.

2,075,818—Television Apparatus. Harry R. Lubcke, Los Angeles.

2,075,855—Magnetron. George R. Kilgore, Bloomfield, N. J., assignor, by mesme assignments to RCA.

2,075,876—Cathode Organization. Carl J. R. H. von Wedel, Berlin, Germany, assignor, by mesme assignments to Electrons, Inc.

2,075,891—Electric Condenser. William Dubilier, New Rochelle, N. Y., assignor to Cornell-Dubilier Corp.

2,075,910—Thermionic Cathode. Ernest Y. Robinson, Lymm, England, assignor to Associated Industries, Ltd.

2,075,962—Multirange Radio Receiver. Walter van B. Roberts, Princeton, N. J., assignor to RCA.

2,075,972—Remote Control Device. Edward L. Barrett, La Grange, Ill., assignor to Utah Radio Products Co.

2,075,979—Amplifying or Receiving Device. Popko R. Dyksterhuis and Jacob van Slooten, Eindhoven, Netherlands, assignors to RCA.

2,076,086—Cathode Ray Tube. Alan W. Ladder, Danbury, England, assignor to RCA.

2,076,102—Thermionic Tube Control. Verage Tarzian, Philadelphia.

2,076,168—Quenching Oscillator for Super-regenerative Receivers. Alfred H. Turner, Collingswood, N. J., assignor to RCA.

2,076,175—Phase Modulation Receiver. Murray G. Crosby, Riverhead, N. Y., assignor to RCA.

2,076,222—Directive Radio System. Edmond Bruce, Red Bank, N. J., assignor to Bell Telephone Laboratories, Inc.

2,076,253—Television. Charles Selz, New York, N. Y., assignor to Telegalight Corp.

2,076,264—Phase and Frequency Control of Oscillations. Henri Chirix and Paul Borias, Paris, France, assignor to Compagnie Generale de Telegraphie sans Fil.

2,076,289—Frequency Modulation. Rudolf Bechmann and Herbert Elstermann, Berlin, Germany, assignors to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,076,351—Modulation. Hans O. Roosenstein, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,076,361—Crystal Oscillator Monitor and Centralized Control. Harold H. Beverage, Riverhead, N. Y., assignor to RCA.

2,075,368—High Frequency Power Supply System. George W. Fyler, Schenectady, N. Y., assignor to General Electric Co.

Editor Considers Air Spot

Stanley Walker, former city editor of the Herald-Tribune, author of "City Editor", "Night Club Era" and "Mrs. Astor's Horse", has been offered an air show in which he'd emcee the program. Walker, now editor of the "New York Woman" mag, has left the matter in the discussion stages, pending agreement on his having full sway over talent and script.

HELEN GLEASON

SENSATIONAL YOUNG SINGING STAR
OF
"FREDERIKA"

General Motors Concert April 11

PERSONAL REP. LEO ERDODY
711 Fifth Ave., N. Y. Wic. 2-2100

Coast-to-Coast

RANSOM SHERMAN, once featured in Carefree Carnivals and other NBC programs from San Francisco, will emcee the new daytime Variety Hour starting Tuesday over the NBC-Blue net from Chicago. Sair Lee, Robert Gately, Harry Kogen and others will be in the cast.

H. J. Lovell, operator at WKY, Oklahoma City, has returned to his post there after three months at KVOR, Colorado Springs. Ben Bezoff, a recent arrival at WKY from Denver, and originally assigned to the news bureau, has traded places with Martin Jacobsen, announcer.

Jocko Maxwell, sports commentator at WLTH, will have Jimmy Caras, billiard champ, as guest on WLTH's Sports Parade tomorrow at 6 p.m.

WTCN, Minneapolis Tribune and St. Paul Dispatch-Pioneer Press station, fed the last "Our Neighbor" program to the NBC-Blue net. Jerry Belcher, interviewer, aired a visit in the home of Mayor Gehan of St. Paul.

George A. Hazlewood, manager and sports commentator for WJNO, West Palm Beach, Fla., interviewed Jack Dempsey and Charles Francis (Soccer) Coe in the WJNO studios Tuesday evening.

Ben Decker, formerly of WGAR, Cleveland, has taken up his duties as program director and continuity writer at WJNO, West Palm Beach. He also takes his turn at announcing.

William Hebert of the Paramount studio publicity staff has been added to the script staff preparing "Paramount on Parade," Sunday noon CBS broadcast.

Edith Jolson, blues singer at WICC, Bridgeport, is trying a new 6:45 p.m. spot after her recent illness. Yale Sunday morning services on WICC will again come from the Battell Chapel starting Sunday.

Jim Peters, who plays the father role, and **Janis Lee Huston**, portraying



LIBBY HALL

Sustaining

WMCA, Wednesdays, 8:30-8:45 p.m.

BLUES SINGER WITH A LIKEABLE STYLE BUT JUST ROUTINE MATERIAL.

Libby Hall, blues singer heard over WMCA for the past year or so, started this new spot Wednesday with a program of numbers pretty much in the ordinary line. Miss Hall is a good singer, somewhat on the Helen Morgan side, and can warble numbers in a pleasing manner. Her collection on this occasion included "I've Got My Love to Keep Me Warm," "Moonlight and Shadows" and some other more or less widely used pieces, with nothing in the way of a distinctive arrangement to lift her out of the routine line.

"SPELLING BEE"

with Ted Webbe

Wallraff Co., Newark

WNEW, Wednesdays and Fridays, 9-9:30 p.m.

CONTEST ORIGINATING FROM THEATER STAGE IS USUAL STUFF OF ITS KIND.

This is practically no different from the flock of other spelling bees now current, except that the broadcast comes from the stage of the Paramount Theater, Newark. Ted Webbe, who conducts the contest, calls eight contestants from the audience, and they engage in a spelldown. The proceedings at the first show were somewhat draggy. This is inevitable in view of the wide difference in qualifications of an octet invited from a theater audience. Winner of the contest gets a cash prize.

ing his daughter, in "A Modern Girl's Romance" over KOMA, Oklahoma City, are reported headed for the altar.

Ethel Rattay's "Tea Time Topics" will be the first daily feature of WPG, Atlantic City, to go on summer schedule. Starting Monday it takes the air at 3:30 p.m. WPG's "Man on the Street," incidentally, is doing plenty of active duty on the Atlantic City Boardwalk.

Don Bolt, formerly in the advertising agency business in Boston, ex-newspaper man and more recently on the staffs of WBOW, Terre Haute, WTAX, and WCBS, Springfield, Ill., has joined the staff of KMBC, Kansas City as an announcer.

Happy Long, until recently heard over WIRE, Indianapolis, has joined KXBY, Kansas City, and is heard daily on a morning spot as the Lonesome Ranger. Announcing the pro-

FRANK BLACK

(String Symphony)

Sustaining

NBC-Blue, Wednesdays, 9-9:30 p.m.

BETTER MUSIC PROGRAM RETURNS IN GOOD TRIM FOR THE CLASS CLIENTELE.

As a relief from the maze of swing, jam and jazz that dominates the air at night and in the day as well, the resumption of this symphonic string series under the direction of Frank Black will find a welcoming audience. Program is in the classical music category, but not too heavily so. For musical enjoyment by those with better tastes, as well as for relaxing, the series will serve nicely.

"STORY OF A SONG"

Sustaining

CBS, Tuesdays, 3:30-4 p.m.

INTERESTING COLLECTION OF SONGS NOT FREQUENTLY HEARD ON THE AIR.

Among the merits that recommend this program is the fact that its musical selections are off the familiar beaten path. Idea behind the series is to present concert vocalists in songs that have been more or less neglected despite their intrinsic quality. Development of vocal music in various ages and countries is to be covered in the programs, with one prominent woman and one male singer on each show, the announced initial duo being Colette D'Arville and Benjamin De Loache. A batch of songs for children comprised part of the initial broadcast. They were exceptionally good.

gram is **Walt Lochman**, the station's ace mike voice.

Western Final Soccer Game, in national competition, between the Shamrocks of St. Louis and the Sparta Club of Chicago, was played at the Sparta Field in Chicago and was broadcast by WIL in St. Louis. The hookup on the game was very novel. Western Union ticker-service was used, with Neil Norman giving the play-by-play broadcast from the studio, while Norman's sport partner, Bill Durney acted as correspondent from the point of origin. The game was played in a driving rain and ended in a nothing to nothing tie.

Competition is keen on Eta Alpha Program, early morning show from 7 to 7:30 over WDRC. Listeners throughout Connecticut, Massachusetts and New York State vie with each other to submit the best list of selections to be used on the Saturday morning broadcast of this

COMMENTS

On Current Programs

Ken Murray

Second program in the new Campbell's Tomato Juice series with Ken Murray, Oswald, Lud Gluskin's orchestra and Shirley Ross (CBS, 8:30 p.m. Thursdays) was a little better than the opening show. But not enough yet. Much of the improvement resulted from giving Oswald more time. Cast is fine. Material is the problem.

Tex Walker

In addition to his Wednesday 6:30 p.m. spot, "America's Singing Cowboy" has started a new Tuesday and Thursday 4-4:15 p.m. series over WINS. As cowboy crooners go, Tex is right up with the best of them. He has a melodious voice and can rattle off the yippees and yodelays as smoothly as the next fellow from the open plains, midwest or Jersey.

"Your Hit Parade"

The manner in which this NBC-Red 10 p.m. Wednesday show continues to hold both entertainment merit and fascination is chiefly a tribute to the maestro talents of Abe Lyman.

"Mlle. Modiste"

Swell vocal work by Jessica Dragonette and Charles Kullman made the CBS Wednesday night radio version of the Victor Herbert operetta a delight. Only drawback was the curtailment of the original book. It marred the tout ensemble considerably.

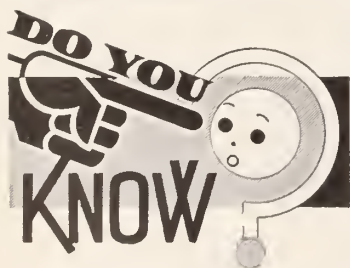
WJNO Increasing Power

West Palm Beach, Fla.—WJNO, of which George A. Hazlewood is general manager, has increased its power to 250 watts daytime.

weekly feature. A handsome electric clock is awarded the listener sending in the chosen list. The program features organ music by Collins Driggs and is announced by Ray Barrett. Throughout the entire program weather reports and the correct time are given at frequent intervals.

The "Civic Service Period," conducted by Mr. Fixit over WIL, St. Louis, is one of the most popular local programs on the air in St. Louis. David G. Evans Coffee Co., sponsors of this instructive quarter-hour, has received thousands of requests for the toy-machines they are at present giving away, and a short announcement by Mr. Fixit the first evening was answered by more than 4,000 requests for the premiums.

Howard Barry of "Manhattan Matinee" was auditioned by CBS yesterday afternoon with a view to featuring him on a new commercial.



President Roosevelt's Supreme Court proposals has been responsible for more radio talks than any other public topic.

WITH THE ★ WOMEN ★

By ADELE ALLERHAND

THE grand passion takes to the air with Beatrice Fairfax signed to do dramatizations of lovelorn advice on a program for Hudson River Day Line....Agency is Wendell P. Colton....Connie Boswell to ether-guest on the Crosby program May 6....She's being besieged by interested sponsors who want her to go commercial....No decision yet....The Boswell Sisters as a unit have just turned down \$1750 bid for one shot a week series, disproving recently advanced theory that trios no longer rate large quantities of sugar....Anticipatory buzzing about a Young and Rubicam summer show featuring Tim and Irene....Gertrude Lawrence added her signature to a contract for commercial....Sponsor is an oil company....The Rachel Crothers opus starring La Lawrence opens next week for two weeks reaction-test.

▼ ▼

Chirographer's corner....The Rockefeller Center Business Men's Exposition will feature Helen King, handwriting analyst....The King damsel will not only analyze....she'll function as judge and award prizes to most interesting scrawls....Admission and analyses to be gratuitous....Mary Christine Dunn, the Bonnetterre, Mo., prodigy-babe, to be heard over the NBC-Blue on Friday, 5:45 to 6:00....To avoid tension and over-excitation of the child the mike will be tucked away in an obscure corner and Mary Christine will sing songs and chat with her dad and ma without awareness of its presence....Jack Johnstone, whose brain-child is "Buck Rogers" of ether-fame, is the proud parent of a baby-girl named Barbara....Lois Lorraine, CBS press dept. ticket custodian has never (whisper it softly) attended a RADIO BROADCAST.

▼ ▼

Helen Gray, Philadelphia scribe, radio speaker and famed traveller will have things to say anent problems on "It's a Woman's World," April 13....Ned Midgeley, BBDO's radio time buyer has a new secretary, named Ninette Joseph....Kathryn Cravens flies to St. Louis to week-end with her husband....Ruth Bradley, vocalizing clarinetist with the Ruby Newman ensemble, has signed a contract with him that takes care of her next three years, professionally speaking.

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:
No. 19 of a Series

WSAZ—HUNTINGTON, W. VA.

1190 K.C.—1,000 Watts

W. C. MCKELLAR
President

GLENN E. CHASE
Chief Engineer

WSAZ, now celebrating its tenth year as a broadcast station, is owned and operated by WSAZ, Incorporated. W. C. McKellar, originator of the station is its President, and Glenn E. Chase, who assisted McKellar, is chief engineer. WSAZ now broadcasts on a thirteen-hour-a-day schedule, commencing operations at 6 a.m. and signing off at 7 p.m. It is a member of the West Virginia Rebroadcast System.

WSAZ was established on April 5, 1927. McKellar, then an electrical engineer received permission to broadcast his station as a 100-watter. Studio and transmitter for the station were located in McKellar's electrical store. The station was first put on the air by pushing a phonograph before a microphone and playing a number of recordings. In a very few hours the McKellar Electric Co. was besieged with telephone calls inquiring the whys and wherefores of the mysterious music that was being heard in many homes around Huntington. Ten years later WSAZ is still broadcasting, but now as established transmitter, with an enviable list of sponsors who have found WSAZ a perfect medium with which to advertise their products.

WSAZ was purchased by WSAZ, Incorporated, June 1929. At this time McKellar gave up his business to devote all of his time to the presidency of the new corp. May 1934 found the FCC granting the station an increase of power to 1000 watts. In Dec. 1936 a new 204-foot Blaw-Knox self supporting, shunt-fed vertical radiator antenna was erected. Studios are located on the third floor of the Keith-Albee Theater building and the transmitter is located at Pleasant Heights, three miles from the center of Huntington.

Helping WSAZ to celebrate a decade of broadcasting this week is the Minter Homes Corporation. The sponsor is in himself, a recommendation to would-be time buyers on the station. It was one of the first four sponsors to utilize the station for commercial purposes back in 1927, and it is still buying time regularly.

Varied Viewpoints

Music Main Element In Radio Programs

MUSIC is still the main element in radio programs, and I think it will continue to be. The radio audience of today is receptive to more of the finer and serious music than ever before. The standard of musical appreciation found throughout the country today is surprisingly high. People are more and more listening to music because they like it, rather than because they think it is good for them. This status has been the result of a gradual development and radio broadcasting likes to think that it is largely responsible for this. Radio has played a most important role in enlarging the nation's musical circle. The broadcasters and advertisers of the country are sensitive to this ever-enlarging interest, and I think it is safe to say will respond by giving an increasing amount of thought and time to this category of entertainment.

One of the greatest merits of our competitive system is that the real and sincere desires of the audience are recognized and fulfilled. A recent example of this was the announcement made by the National Broadcasting Company concerning a series of concerts to be given under the direction of Arturo Toscanini, an announcement heralded by music critics and the American public alike.

The American listener expects to hear the best artists. Today there

are very few great artists who are not also great names in radio. In the coming generation there will very likely be none. Hearing great music regularly fosters musical curiosity. In a place where there are only a few concerts a year, one must be content with familiar things. As music is heard more regularly, a greater variety is demanded. This means that more neglected music will get on the air. It also means that new music will have a better chance. It is surprising how many first performances today are also radio performances. The listeners are not asking themselves, "Is this a modern piece?" but "Is this a good piece?"

The Columbia Broadcasting System has commissioned six American composers to write music especially for radio. These compositions will be presented to the radio audience within a few months. At the present time, this is an experiment. But writing serious music for radio won't remain an experiment long. Our review of those compositions already submitted convinces us of this. Radio will not only supply the demand which it has created for better music, but will as in the past keep ahead of this new public appreciation, for the educational period is not wholly completed. Consistent with this, I believe you can expect from radio in the future more good music, more great music, more neglected music and more new music, interpreted and presented by the greatest artists. — WILLIAM S. PALEY.

(Continued on Page 8)

GUEST-ING

PATTI CHAPIN, on Johnnie Presents, tomorrow (CBS, 8:30 p.m.).

AMERICAN TAMBURITZA STRING ORCHESTRA, on 13th anniversary broadcast of Alka Seltzer National Barn Dance, tomorrow (NBC-Blue, 9 p.m.).

SAM JAFFEE, noted character actor, on Crosby Gaige's Kitchen Cavalcade, April 12 (NBC-Blue, 10:45 a.m.).

ERNEST TRUEX, on Charlotte Buchwald's Playgoer program, April 13 (WMCA, 1:45 p.m.).

OTTO SOGLOW, on Richard Brooks' Little Things in Life program, tomorrow (WNEW, 7 p.m.).

HARRISON JUBILEE CHOIR, on Three Little Funsters program, Sunday (WMCA, 2:30 p.m.).

JACQUES FRAY and MARIO BRAGGIOTTI, on Nine O'clock Revue, Sunday (WOR, 9 p.m.).

PEGGY CONKLIN, on Radie Harris program, today (WHN, 8 p.m.).

BILLY and BOBBY MAUCH, on Joe Cook's Shell Show, tomorrow (NBC-Red, 9:30 p.m.).

RANDOLPH SCOTT, IDA LUPINO, BENNY BAKER and RAOUL WALSH, in "Artists and Models" scene, on Paramount on Parade, Sunday (NBC-Red, 12 noon).

DURELLE ALEXANDER, on Major Bowes Capitol Family program, Sunday, (CBS-11:30 a.m.).

WILBUR WOOD, Dr. George Cojacob and Frank Foster on Sam Taub's Hour of Champions, today (WHN-1 p.m.).

CARY GRANT, on "Hit Parade", April 24 (CBS, 10 p.m.); CHARLIE RUGGLES, May 1; LOUIS D'ANGELO, May 8; KITTY CARLISLE, May 15, and LESLIE HOWARD, May 22, on same program.

Postal Placards

A picture of Stan Shaw of "Milkman's Matinee" with a package of "20 Grand Cigarettes" in his hand will be placed in Postal Telegraph office windows in the metropolitan area within the next few days. Postal Telegraph takes care of the printing and gives credit to Station WNEW and sponsor in return for plugs on the "Milkman's Matinee."

ONE MINUTE INTERVIEW

JOE MARSALA

"A good way to cure an inferiority complex is to listen to swing music. I've found that many shy, backward people—who usually wouldn't think of getting up on the dance floor—are suddenly inspired by swing to go into a series of gyrations on the floor totally oblivious of any imagined shortcomings and intent on the rhythms."

WIRE-SNIPING LOOMS IN CHICAGO BAND JAM

(Continued from Page 1)
have turned thumbs down on the proposition. Retaliation by the respective program departments of the networks is expected to start a general war for choice remote spots.

NBC now has the Congress, Stevens, Morrison and Bismark Hotels; Mutual (and Music Corp. of America) has the Aragon and Trianon (ballroom), Drake, Blackhawk, Palmer House and Blackstone Hotels. CBS is holding on to Edgewater Beach and College Inn, long standing WBBM spots (booked by MCA). So far Consolidated and NBC have been unable to dislodge the Drake from its intention to stick to WGN and Mutual pickup.

Hal Janis on Vacation

Hal Janis, sports director for WMCA has left for a vacation. He will be gone for two weeks.

VIEWPOINTS

(Continued from Page 7)

Persuasive Qualities Have Entrenched Radio

RADIO has grown so rapidly and is now so solidly entrenched as a medium of advertising because of its characteristics that are shared by no other medium. In the first place radio is HUMAN, it has personality. It adds the persuasive personal appeal of the human voice to advertising. Secondly, radio comes right into the home; it's intimate. Radio characters are invited into the family circle, providing a perfect setting for the advertising message. Third, radio reaches everybody. Radio ownership is now almost universal. Fourth, radio provides entertainment of high caliber and practically every family in your city and trade area has a radio and listens to radio programs daily. Fifth, radio has EMOTIONAL APPEAL. Emotions sell more goods than fact or logic. Sixth, people listen regularly to radio. Listening becomes a habit.—T. R. PUTMAN, Manager KFRO.

1	9	3	7
SUN	MON	TUE	WED
4	5	6	7
10	11	12	13
17	18	19	20
24	25	26	27
31	1	2	3

April 9 Greetings from Radio Daily

to
Fred Raphael Oliver Smith
Mickey Alpert Brewster Morgan

April 10
Mark Warnow Haven MacQuarrie
Peg La Centra Elliott Shaw

Fred Hall
April 11
Edward J. Fishman Johnny Welsh

★ EQUIPMENT ★

WTMJ Volume Limiter

Milwaukee—WTMJ has made another new improvement in service by installing a volume limiter, one of the first commercial models, hitched to speech input at transmitter. It makes possible raising audio signal to transmitter three to four decibels, having the effect of almost doubling power at receiver. Limiter is the new Western Electric 110-A Program Amplifier, which automatically takes care of overloads, thereby decreasing noise in receiver. WTMJ also has put up a new 400-ft. vertical radiator. Dan Gellerup is chief engineer.

Recording Mechanism at WPTF

Raleigh—Adding to its complete set of RCA equipment in studio, control panel and transmitter, and facilitating the auditioning of programs for clients, WPTF has installed an Instantaneous Recording Mechanism for use in combination with its Turntables as a means of making recordings at turntable speeds of 33 1/3 r.p.m. or 78 r.p.m. These recordings can be played back immediately, no special pickup or needles are required and every effort has been made to eliminate complicated procedure. Installation was supervised by WPTF's Chief Technician Henry Hulick. The mechanism will be used to record studio programs to be auditioned for interested sponsors at their convenience, and with the station already owning portable turntables, these auditions can easily be scheduled for the sponsor's own business establishment.

New Amplifier for WMT

Cedar Rapids, Ia.—Charles F. Quentin, technical supervisor for WMT, Cedar Rapids-Waterloo, recently back from a trip to Milwaukee where he looked over engineering facilities of stations in that field, has placed an order for one of the new Western Electric 110-A Volume Booster amplifiers to be installed at the 5,000-watt transmitter plant near Marion, Ia. The unit will insure WMT a higher average percentage of modulation.

Ind. Radio Set Firm

Indianapolis — United Distributing Corp., jobbers of Motorola radio receiving sets, has been incorporated in Indiana by Charles J. Kruse, C. W. Carrico and E. L. Kruse. They will handle the five types of Motorola radios at this time, and after May 21 will distribute the line for home use. The new corporation has leased space at 909 North Capitol Ave.

RCA Boston Office Moves

Boston—Local office of RCA Manufacturing has moved from the Statler Building to the Metropolitan Theater Building. J. B. Elliott is district manager. John Mauran is the company's service manager for the New England territory.

Radio Studio on Wheels

A complete radio studio on wheels that can venture anywhere an auto will go, and give listeners a candid report of what it hears, is the latest achievement in radio.

It was built in a trailer by NBC engineers for "Hollywood In Person," a new daily program that invades the Hollywood movie lots for interviews with stars and studio personnel via a candid microphone, every morning except Saturday and Sunday at 11:45 a.m. PST.

The studio on wheels is a trailer, 23 feet long, 6 feet 6 inches high and equally wide. It boasts all the acoustical treatment found in the most modern of broadcasting studios.

Its microphones can be used inside or carried right out in the street by Capt. Bob Baker, candid mikeman of "Hollywood In Person," and Louise Roberts, fashion and beauty expert.

The actual studio of the trailer occupies 14 feet of the trailer's overall length, while the rest is taken up by the complete engineer's control room. In addition to the soft, porous acoustical wall treatment, the studio is carpeted with rust color rugs matching the interior scheme of ivory and rust. Wide windows, permitting spectators to see everything going on inside, are of double thickness and are sound proof.

Station Improvements

Sherman, Tex.—KRRV plans an increase in power to 500 watts and installation of a new transmitter and vertical antenna.

Indianapolis—WIRE has asked the FCC for license to cover changes in equipment, increase in power and directional antenna.

Wichita Falls, Tex. — Construction permit for a new transmitter has been applied for by KGKO.

Burlington, Vt. — WCAX plans changes in equipment, vertical antenna and power increase.

Lynchburg, Va.—Change of transmitter site is included in an amended application of WLVA to the FCC seeking permit for various changes.

Decatur, Ill.—WJBL plans to erect a new transmitter.

Portland, Ore. — License to cover construction permit for changes in equipment has been asked by KBPS.

Jerome, Ariz.—Installation of vertical antenna and increase in power to 250 watts are planned by KCRJ.

Washington, D. C. — FCC has granted authority for equipment changes or other installations to KRLC, Lewiston, Ida.; WHBP, Huntsville, Ala.; WBBR, Red Bank, N. J.; KTEM, Temple, Tex.; WHBU, Anderson, Ind.

Denver — Hearing will be held shortly by the FCC in Washington on application of KVOD to install directional antenna system for night use and increase power to 1 kw.

Columbus, Ga.—WRBL plans new equipment and change in frequency and power.

FOUR NEW ACCOUNTS STARTING ON MUTUAL

(Continued from Page 1)

the account. WGN show is 10:45-11 a.m. (EST) and WLW repeats at 1:45-2 p.m.

Ravin Co. through Hays MacFarland & Co., Chicago, it is understood will begin a series on April 25, 11:15-11:30 p.m., on WOR and WAAB, with a repeat at 12:15-12:30 a.m. the same night to WGAR, WGN, WLW and CKLW. Program will originate from WOR. On the same night Willys-Overland will take the air for the first time in a series featuring Kay Kyser and his orchestra Sundays, 10-10:30 p.m. over a coast to coast network still to be set. U. S. Advertising Corp., Toledo, placed the account.

Directly following the Willys spot, 10:30-11 p.m., Lovely Lady will start its network series on May 9 on nine MBS stations (WGN, WOR, CKLW, WFIL, WCAE, WGR, WGAR, KWK and WSAI). Pat Barnes will be the entertainment, doing a music and poetry routine. Contract is signed for 52 weeks through Kirtland-Engel Co., Chicago.

Mutual this week, in order to keep the trade more informed, will begin to issue its own trade news reports. Heretofore MBS releases have been a part of either WGN, WOR or other affiliated stations releases.

KANSAS CITY

KMBC has completed alterations which make a new audition room of space formerly used as a directors' room.

Arthur B. Church, KMBC president, will return from Washington the first of next week.

After several delays, G. L. (Jerry) Taylor, president of Midland Television Inc., got away for an eastern business trip that will last three weeks. He expects to be in New York, Philadelphia and Washington inspecting television plants and buying equipment for the school here.

Frank Heyser, KMBC production head, back from the coast, returns there May 1 to handle production of "Phenomenon," disk show.

Walt Lochman, KXBY sports announcer, going to Chicago for the baseball announcers' confab this week-end.

H. Dean Fitzer, WDAF gen. mgr., is back on the job after licking the flu.

KXBY, prevented by American Ass'n rulings from broadcasting Sunday ball games, will put on a sports resume instead.

MOTION PICTURE LIGHTING AND EQUIPMENT CORP.

WE FURNISH
Electrical Lighting Equipment of Any Kind

FOR RADIO STATIONS

244-250 WEST 49th STREET
New York City Tel. CHIC. 4-2074



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 44

NEW YORK, N. Y., MONDAY, APRIL 12, 1937

FIVE CENTS

NAB Seeks Music Refund

NEW SPOT SCHEDULE FOR TIDE WATER OIL

Tide Water Oil Co. has announced a new advertising schedule for Tydol Gasoline. Spot radio will be used over the following stations: WFBR, Tuesday and Thursday, 7:45-8 p.m., news reports; WFIL, three 5-minute news spots in morning and one 15-minute spot in evening, six days a week; WOR, Monday, Wednesday and Friday, 7-7:15 p.m., sports talk; WHEC, two daily 15-minute news talks, 6 days a week; WBN, 15-minute news period five days a week; (Continued on Page 3)

G. M. Daily Newscast On Don Lee Network

West Coast Bureau, RADIO DAILY
Los Angeles—General Motors Acceptance Corp. is sponsoring a daily 6 p.m. PST news broadcast over the Don Lee coast net. Broadcast, done by John B. Hughes, is called Page One Parade, and gives most of the news in quick telegraphic sentences, color background only where it lends real kick. Contract to run through June, placed by Campbell-Ewald Co. of New York.

WGN Has Sole Wire For Whiteman in Chi.

Chicago—Regarding the WGN-Mutual exclusive wire from the Drake Hotel, where Paul Whiteman and orchestra have opened a four-week engagement, officials of Drake and WGN have definitely gone on record as stating that under no condition would they permit an NBC or any wire other than that of WGN.

Schedule set calls for periodic remote broadcasts from the Gold Coast (Continued on Page 3)

6 Years Too Soon

WLTH, Brooklyn, wants the world to know that it will not succumb to the current craze and start a spelling bee. Reason is that WLTH already had a spelling bee—six years ago—a city-wide contest in conjunction with Brooklyn Paramount Theater and Evening Journal. Finals were aired with a CBS tieup.

Spelling Checkup

Schenectady—Sound recording equipment is being used by Manager Kolin Hager of WGY to keep check on the vocal and grammatical efficiency of announcers. An engineer records the voices without warning. At staff meetings later the records are played, also without warning, whereupon comments and criticisms are invited. Keeps mikers on their toes.

DISKS AND SPOTS LED FEB'Y BUSINESS GAIN

Washington Bureau, RADIO DAILY
Washington—Electrical transcriptions and spot announcements showed the greatest increase over other types of broadcasting in February as compared to February, 1936, the NAB reports.

Total broadcast advertising for February amounted to \$10,182,325, a decline of 1.8 per cent from level of January (February loses approximately 10 per cent through being a short month), but increased 25.1 per (Continued on Page 8)

Thornley and Jones Form New Ad Agency

George H. Thornley, for 30 years a member of N. W. Ayer & Son, advertising agency, and John Price Jones, public relations council, have formed the Thornley & Jones Ad- (Continued on Page 8)

Committee is Named to Retrieve Money Paid Warner Bros. Subsidiary —Copyright Bills Endorsed

By GEORGE W. MERTENS
RADIO DAILY Staff Writer

WLW-WHN HOOK-UP IS STARTING IN WEEK

With the WHN-WLW tie-up due to start within the next week, Louis K. Sidney, managing director of WHN, states that WHN will hold daily auditions, which he will personally supervise, in a quest for new talent for the exchange programs. It has been the policy of WLW in the past to send talent scouts to New York to search for station talent, but this now will be unnecessary. (Continued on Page 8)

Sponsored Coast Show Expands on Sustaining

West Coast Bureau, RADIO DAILY
Los Angeles — Ed Lowry's Sing Time, which has been a popular half hour musical variety program on the Don Lee coast net, stretches out to an hour and goes Mutual transcontinental starting tomorrow. Fox West Coast Theaters have been sponsoring the Don Lee airings and will continue as sponsors here, but the program for the rest of the country will be classed as sustaining, even with the Fox West Coast plugs.

Washington—A committee to investigate and forward plans seeking the refund of monies paid by broadcasters to Music Publishers Holding Corp., Warner Bros. subsidiary during its withdrawal from Ascapi, was named by the NAB board at its closed executive session here, RADIO DAILY learned. Committee consists of Joe Maland, WHO, Des Moines; John Elmer, WCBM, Baltimore, and John Gillin, WOW, Omaha.

The board also endorsed both the Duffy (S.7) and the Sheppard (S.2031) copyright bills. The Sheppard measure is similar to the bill proposed by Ed Craney of KGIR, Butte, in his letter to Ascapi on Feb. 7.

Speaking of the recent Havana Conference, which was discussed at the board meet, NAB Reports states: "The Managing director, James W. Baldwin, who spent a week in Havana as an unofficial observer commended the attitude displayed by the members of the various government delegations and expressed the view that by reason of their technical qualifications and serious intentions very constructive results might be expected." (Continued on Page 3)

NAB CONVENTION DATES SET AS JUNE 13 TO 16

Actual dates of the NAB annual convention have been set as June 13-16. Event will take place at the Stevens Hotel, Chicago.

★ THE WEEK IN RADIO ★

... NAB Again Picks Chicago

By M. H. SHAPIRO

DESPITE the terrific heat encountered last July—which was more or less nationwide anyway—National Association of Broadcasters will hold its annual convention in Chicago for the second consecutive year. Central location is the outstanding reason, since every year it is a matter of satisfying the broadcasters from the deep South and the Coast, as well as the East...

Ascapi revising its administrative setup is really an over-due matter that will do much to eventually increase its efficiency and make way for more personal contact work by E. C. Mills... John G. Paine will

undoubtedly become as well liked in radio as he is in the music and allied fields...

David Sarnoff and RCA definitely come out in the open and remind the folks that sponsors will have to bear the brunt of the actual operating expenses of television once it is out of the experimental stages... since private enterprise has been doing the same for broadcasting and originating vast amount of entertainment which costs the listener nothing... there is no ground for any undue buzz from the professional "worriers"

Network billings were well above

(Continued on Page 2)

Announcer Record

West Coast Bur., RADIO DAILY

Los Angeles—Jack Carter, KNX-CBS announcer, on April 16 completes six years of broadcasting from one spot—the Paris Inn. It will be his 4,376th air appearance from the cafe and his 3,626th hour announcing Bert Rovers and his singing waiters, now on a weekly coast-to-coast program.



Vol. 1, No. 44 Mon., Apr. 12, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mercereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk and Verne Bailey, 6425 Hollywood Blvd. Phone Granite 6607. Application for entry as second-class matter is pending.

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FINANCIAL

(Saturday, Apr. 10)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	169 1/2	169 1/4	169 1/4	+ 1/8
Crosley Radio	22	21 3/4	22	...
Gen. Electric	53 3/4	52 3/4	52 7/8	- 3/4
North American	26 1/4	26	26	- 1/4
RCA Common	10 7/8	10 5/8	10 5/8	...
RCA First Pfd.	74	74	74	- 1/2
RCA \$5 Pfd. B.
Stewart Warner	17 7/8	17 5/8	17 5/8	- 1/8
Zenith Radio	32 1/8	32	32 1/8	+ 1/2

NEW YORK CURB MARKET

Hazeltine Corp	4 1/4	4 1/4	4 1/4	- 1/4
Majestic
Nat. Union Radio

OVER THE COUNTER

	Bid	Asked
CBS A	56 1/2	58 1/2
CBS B	56	58
Stromberg Carlson	15 1/4	16 1/4

"Tragedy of Man" Ending

Tenth and final episode of "Tragedy of Man," presented by the WPA Federal Theater's Radio Division over WQXR, will be given tomorrow, 9-9:30 p.m.

"Exploring the Seven Arts," new weekly series under auspices of the WPA's Radio Division, is now a Wednesday 10:15-10:30 p.m. feature over the same station.

Jimmy Dudley to WJJD

Pittsburgh—Jimmy Dudley, WJAS-KQV sports commentator, has resigned his post to accept a position with WJJD in Chicago. Dudley will work with John Harrington on baseball broadcasts as well as other sports and general assignments.

1	9	3	7
2	10	4	8
3	11	5	9
4	12	6	10
5	13	7	11
6	14	8	12
7	15	9	13
8	16	10	14
9	17	11	15
10	18	12	16
11	19	13	17
12	20	14	18
13	21	15	19
14	22	16	20
15	23	17	21
16	24	18	22
17	25	19	23
18	26	20	24
19	27	21	25
20	28	22	26
21	29	23	27
22	30	24	28

April 12
Greetings from Radio Daily to
Lily Pons

★ THE WEEK IN RADIO ★

... NAB Again Picks Chicago

(Continued from Page 1)

the same period a year ago, month of March giving CBS and NBC 19 per cent increases and Mutual an 11 per cent jump....Ford Motor Co. dealers shows are going CBS exclusively....and Kate Smith with a General Foods show goes NBC in the Fall....WLW Wire reported as set with many commercials, but some in the trade merely raised their eyebrows a little....they want to be shown. Maxwell House Showboat finally sets itself for Hollywood and good ole Showboat will bow out and make way soon for a different type of entertainment....

Dickstein measure went to the table and again a session of Congress bids

fair to give Dickstein proponents an opportunity to start next season with the doors (Dickstein's) open to all comers....

Foreign language news service will be made available to stations by Van Cronkhite Associates, Inc....no terrific station deals by the webs the past week excepting that CBS has signed WGAR, the NBC Cleveland outlet, and NBC in turn will take on WHK, the CBS outlet there....Chicago band booking situation and the remote wires are again subject to a local battle between the big orchestra outfits such as MCA and Consolidated.

Open 2 1/2 Hours Earlier For Coronation May 12

NBC and CBS will be opened 2 1/2 hours earlier than usual on May 12. Through arrangements set with British Broadcasting Corp., the nets will begin airing at 5 a.m., EDST on the morning of the coronation, and will continue broadcasting the major portions of the affair until approximately 3:30 p.m., EDST. NBC will have 50 microphones covering the day's events, and CBS will also be in a position to air the goings-on from strategic points along the route. CBS has also arranged for a series of 8 transatlantic broadcasts to be aired prior to the coronation from the studios of BBC in London. Members of the English royalty will speak on April 18, 25, May 2, 4, 6, 9, 10 and 11. NBC has scheduled approximately 40 transatlantic broadcasts to be aired prior to coronation, with the first one set for April 14.

KTUL Increases Staff

Tulsa—KTUL has added four new members to its staff recently. John Harrison and Bob Holt, announcers, Berenice Ash, continuity writer, and Carolyn Montgomery, song stylist. Harrison has been connected with WBBM, WMAQ, WFAA and the NBC network before coming to KTUL. Holt was associated with KFRU and KMOX. Berenice Ash, prior to working for KTUL wrote programs for several Tulsa sponsors. Carolyn Montgomery has been singing over KTUL intermittently since the station opened a little over three years ago and has built up a large fan following.

Sign Walkathon Sponsor

Radio & Film Methods Corp., through McCann-Erickson, signed Axton-Fisher Tobacco and Twenty Grand Cigarettes as sponsor of the Walkathon broadcast from the Brooklyn Ice Palace. Contract is for the duration of the event airing three times weekly over WCNW.

Internat'l Broadcasters Take Canada as Member

Toronto — Major W. E. Gladstone Murray, general manager of Canadian Broadcasting Corp., in announcing that the International Union of Broadcasters had admitted Canada to associate membership through the C.B.C., states this will afford Canada opportunities to "consider the future" in the matter of international co-operation in that sphere.

It was the opinion of Major Murray that although many countries were now concentrating on international broadcasts, the time for Canada's projection into the international field had not yet arrived.

Radio Helps Baseball

Charlotte, N. C.—Radio has done more to rekindle active interest in baseball than any other publicity medium, said W. B. (Bill) Carpenter, supervisor of umpries in the International League, in a special sports broadcast with Charles Crutchfield, program director of WBT here.

WWJ Feeds Trout to NBC

Detroit—Opening of the trout season April 24 on the Au Sable River will be aired by WWJ, Detroit News station, in two broadcasts to be carried by the NBC-Red network. Forrest Wallace and Jim Eberle will describe the morning and evening events, respectively.

Hatch Joins Disk Firm

West Coast Bureau, RADIO DAILY
Hollywood—Wendell Hatch joined Associated Transcriptions of Hollywood last week as production head, following two years activity in the Dan B. Miner agency as junior account executive in the radio department. His first job will be to supervise the making of five-minute spots designed for used cars, furniture and paint accounts.

Sales Boosted 500 Per Cent

Schenectady—Van Curler Food Products Co., operating 100 stores in this area, report a 500 per cent increase in coffee sales as a result of a quarter-hour weekly and three five-minute periods a week on WGY.

COMING and GOING

JAMES BALDWIN, NAB managing director, and GENE O'FALLON, of Denver, were Chicago arrivals on Saturday.

ARTHUR B. CHURCH of KMBC, Kansas City in town over the week-end.

O. J. KELCHNER, WMMN manager, was in New York from Fairmont, W. Va., visiting radio executives last Friday and Saturday.

GARDNER COWLES, SR., of KSO, Des Moines, and executive editor of the Des Moines Register-Tribune, was among the NAB directors who attended the board conference in Washington last week.

JOE BOLTON, WOR sports announcer, flew to Chicago on business yesterday. Will return within the week.

CLAUDE SWEETEN, musical director at KFRC, San Francisco, arrived in New York last week for an indefinite stay.

CHARLES FUREY, radio director of Artists Syndicate of America, returned Saturday from a business conference with the Katz Advertising Agency in Baltimore.

HARRY LEADY of Rockwell O'Keefe, left for the coast Friday.

Using 12 CBS Stations In Loan Series Shift

Beneficial Management Corp., (personal loans) will shift to the Tuesday, 10:30-11 p.m., period on April 27 using 12 CBS stations (WEEI, WHK, WJR, WABC, WCAU, WJAS, WFBL, WLBZ, WHP, WIND and WHEC), 10:30-11 p.m. The same program, "Your Unseen Friend" will continue in the new spot. Last program in the Sunday, 5-5:30 p.m., hour will be heard April 18.

Reason for WIND being used as the Chicago outlet is because another CBS sponsor, Phillips Petroleum Products, is using WBBM for a split CBS mid-western network, which airs at the same time. A little smart selling by the CBS sales force. Albert Frank-Guenther Law, Inc. has the Beneficial account.

Columbia Artists Inc. Sign 2 New Programs

Columbia Artists Inc. have signed Nora Sterling, actress and author, and will feature her on a new series of programs to be written by herself. Programs will be called "Funny Things" and will premiere April 26, 5:45-6 p.m. Present plans call for airings every Monday, Wednesday and Friday. Contract is not exclusive for writing, as Miss Sterling has previous commitments.

Also signed last week were the Dalton Brothers trio. First airing of the novelty songsters set for May 4, 2:30-2:45 p.m. with programs to be heard every Tuesday and Thursday thereafter.

LEO SAYS:
Wise advertisers know that WHN covers the nation's first market effectively!

WHN DIAL 1010
AFFILIATED WITH M.G.M. LOEW'S

WARNER MUSIC REFUND BEING SOUGHT BY NAB

(Continued from Page 1)

pected at the next conference scheduled to open in Havana, Nov. 26."

Regarding the Montana and Washington state copyright laws, the board agreed that competent counsel should be retained to assist the defense of these states and to advise state associations concerning proposed legislation in their respective states.

Edward J. Fitzgerald, director of the Bureau of Copyright for NAB, gave a one-hour audition for the directors to demonstrate the progress of the Bureau of Copyrights in the building of an electrical transcription library based primarily on public domain music.

The selections performed for the Board by Fitzgerald were typical examples of 180 selections comprising ten hours of music which have been produced by the NAB and which very shortly will be offered to member stations. Quality of the library, it was stated, may best be measured by the unanimous adoption of a motion by the board that the Managing Director James W. Baldwin and his staff should be highly commended for the work thus far accomplished in the building of a music library. The present schedule of the Bureau of Copyrights calls for a total of 25 hours of recordings, approximately 500 selections, by June 1.

With the creation of a new corporation, authorized by the board and which will handle all business details incidental to distributing the music, definite proposals including cost of materials (recordings and sheet music) will be formally submitted to the membership.

Coca-Cola Gets N. O. Games

New Orleans — Coca-Cola has signed for the sponsorship of all New Orleans Pelicans day and night games to be played during the season. Evening games will be aired over WBNO and daytime events on WSMB. Jack Halliday will announce for both stations. William B. Wisdom, placed the account.

10 Sustainers on CBS for Schmitz

CBS has set a series of ten sustaining programs to be aired by E. Robert Schmitz, French pianist, beginning April 24. Program, in line with the web's policy of year-round classical music services, will be broadcast weekly from 6-6:30 p.m.

At the Rainbow Grill Emery Deutsch

and His Orchestra
Unusual, Romantic Music
CBS Artist Bureau
Management Rockwell-O'Keefe, Inc.
Radio City, New York and Hollywood

NEW PROGRAMS—IDEAS

Druggists' Health Series

WBAL, Baltimore, has inaugurated "Your Good Health," under the direction of the Baltimore Retail Druggists Ass'n, Wednesdays, 4-4:15 p.m. Program is of special interest because each broadcast tells of a recent discovery in medicine. Dr. Melville Strasburger, president, Maryland Pharmaceutical Ass'n, was first speaker. Program is designed to help preserve health.

Grain Belt Weather

Another feature has been added to the daily market news broadcast presented by WHO (Des Moines) at 1:30 each afternoon, Monday through Friday. New feature is a weather summary for the corn and wheat belt, as furnished each morning by the U. S. Department of Agriculture. With the start of the growing season for wheat, and with the seeding work under way on many farms, it is believed the daily weather resume will be of particular interest to market news listeners.

The corn and wheat belt report will be furnished at the opening of each days broadcast and is to be followed by the grain close, produce quotations, livestock reports, advance estimated receipts, and the stock market review.

Real Life Dick Dramas

Beginning Wednesday evening at 10 o'clock, WHAT will present the Independence Players in the first of a weekly series of real life detective dramas, based on actual outstanding criminal cases in America in recent years. The playlets will not be merely "Cops and Robbers" stories, but the true histories of crimes as written by the men who have solved them—detectives, police officers and state troopers. The first drama, "Baby Bandits," traces the perilous career of three young gangsters from the reformatory to the electric chair, and does much to prove that truth is still stranger than fiction, and the old saw, "Crime does not pay," still holds good.

"Unfinished Headlines"

"Unfinished Headlines," with Lew Danis, made its bow over WHN on Saturday afternoon, 1:15-1:30 p.m. Danis, who plays the leading role in the series, has appeared on the stage and in motion pictures.

The feature, which will be heard weekly, is modeled after the "Lady and Tiger" and will consist of short plays with unfinished endings. Elise L. Eicks will author the series.

Broadcast Auction

Thirty-minutes of the auction being held at the Rogers Jewelers, Knoxville, is being broadcast daily over WROL. The program comes each morning at 11 o'clock and the auctioneer adds quite a bit of comedy to the program besides the excitement of selling the merchandise and promoting the sale on the air.

Radio Scavenger Hunt

WMBH, Joplin, Mo., has developed a radio scavenger or treasure hunt for C. & A. Barbecue and R. W. Boyd Service station, for 13 weeks. Cash prizes are offered, with a winner's bonus of \$2.50 for the person who is successful in finding all articles offered. Six spot announcements on the half-hour, beginning at 7 p.m., direct the treasure hunters to the different articles on the night's hunt. Deadline for finishing the hunt is at 10 p.m. Service station tie-in is that a receipt for a gasoline purchase will be accepted in lieu of any of the articles ordered on the treasure hunt.

First hunt of the series resulted in eight finishers, without preliminary announcement of the hunt's being staged.

Behind the Scenes

A new program scheduled to make its appearance shortly on WBT, Charlotte, will tell listeners what goes on at a radio station. Once a week a WBT announcer will take a microphone and go through the station asking questions. He will stop at the control room and let the engineer on duty explain the thousand and one gadgets that he has at his finger-tips. From there, the announcer will go to the program department, thence to the sales department and to the music department. Everything will be explained in detail on the weekly tour of inspection, and when the series of explanatory visits is over, WBT listeners will have an idea of the routine of radio.

Dramatized News Events

"The Voice of Today," dramatic program aired thrice weekly over KTSM, El Paso, has created much listener interest. Important news items of the day are dramatized, such as the New London school explosion, crash of the \$80,000 flying laboratory, sit-down strikes, etc. Local as well as national stories are included. Charlie Amador, KTSM news editor, compiles the news, after which Conrey Bryson, KTSM staff writer, dramatizes it. All national news is received by short wave.

Chat About Children

Paul C. Stetson, Indianapolis school superintendent, is giving a series of talks, "Chats About Children," each Monday at 5:30 p.m. over WFBM. Series deals with peculiarities and problems in the lives of adolescents. First talk was on self-consciousness. In succeeding talks, Stetson will discuss independence, encouragement, and enthusiasms.

EDDY DUCHIN

and HIS ORCHESTRA

Third Record Week at Paramount

Appearing Currently at

PLAZA HOTEL

Management MCA

NEW SPOT SCHEDULE FOR TIDE WATER OIL

(Continued from Page 1)

WFBL, one 5-minute and one 15-minute sports talk daily; WGY, Monday, Wednesday and Friday, three 15-minute news reports, WNAC, WTIC, WEAN, WTAG, WICC, WCSH, WLBZ, WFEA, WSAR, WNBH and WLLH, 15-minute news report, 6 days a week. Lennen & Mitchell is the agency.

WGN Has Sole Wire For Whiteman in Chi.

(Continued from Page 1)

Room by the Whiteman band, over WGN-Mutual network. Whiteman and NBC had hoped for a one hour weekly concert spot on Sunday evening from the hotel. Consolidated Radio Artists Inc. booked the engagement.

Flippen Hour Switched

Broadway Melody Hour, with Jay C. Flippen, has been switched to Wednesdays, 8-8:30 p.m., over WHN.

The Super Club, new program with Irving Aaronson and his orchestra featuring Marion Melton, will be the Monday 8-8:30 p.m. program starting today.

"Proposals" in Evening Spot

WMCA's "Marriage Proposals" goes to a 6:45-7 p.m. spot starting tomorrow.

SAN FRANCISCO

AUDIENCE mail at NBC hit a new high of 151,124 letters handled by Wanda Woodward and her audience mail department staff.

Jack Meakin, young NBC pianist-conductor, and Joe Thompson, NBC producer in Hollywood, are authors of the newly published song, "Little Man With the Big Stuff".

Cliff Engle, the Voice of the Exposition, yesterday delivered the third and last of a series of Treasure Island programs originating in Hollywood.

Jack Mather, NBC actor, has a role in the new Kay Francis film at the Warner studios in Hollywood.

Garden Guide, on its broadcast yesterday over KPO and KFI, announced a picture contest to extend until May 31.

"BARON MUNCHAUSEN"

**JACK
PEARL**

RALEIGH and
KOOL CIGARETTES

WJZ-10 P. M. E.S.T.—Friday
NBC Network

Dir.: A. & S. LYONS, Inc.

F. C. C. ACTIVITIES

APPLICATIONS GRANTED

KHSL, Chico, Cal. Mod. of license. 1260 kc., 250 watts, unlimited.
KICA, Clovis, N. M. Mod. of license. 1370 kc., 100 watts, unlimited.
WATR, Waterbury, Conn. CP for change in frequency and power. 1290 kc., 250 watts, unlimited.
Albert Lea Broadcasting Corp., Albert Lea, Minn. CP for new station. 1200 kc., 100 watts, daytime.
Winona Radio Service, Winona, Minn. CP for new station. 1200 kc., 100 watts, daytime.

APPLICATIONS DENIED

Perytal Bros. & R. K. Beauchamp, Raton, N. M. CP for new station. 1210 kc., 100 watts, unlimited.
John James Lynch, Sumter, S. C. CP for new experimental station. 41000, 86000 kc., 15 watts, unlimited.
KRLH, Midland, Texas. Mod. of license to change frequency to 1210 kc.
KTFI, Twin Falls, Idaho. Mod. of license and renewal of license.

HEARINGS SCHEDULED

April 12: Schuykill Broadcasting Co., Pottsville, Pa. CP for new station. 580 kc., 250 watts, daytime.
Pottsville News & Radio Corp., Pottsville, Pa. CP for new station. 580 kc., 250 watts, daytime.
April 13: KIEM, Eureka, Cal. Mod. of license. 1450 kc., 1 Kw., unlimited.
April 15: John S. Allen & G. W. Covington, Jr., Montgomery, Ala. CP for new station. 1210 kc., 100 watts, daytime.
Clarence C. Dill, Washington, D. C. CP for new station. 1390 kc., 1 Kw., unlimited.
Port Huron Broadcasting Co., Port Huron, Mich. CP for new station. 1370 kc., 250 watts, daytime.
WMAS, Springfield, Mass. CP for 560 kc., 1 Kw., unlimited.
WGBI, Scranton, Mod. of license. 880 kc., 500 watts, 1 Kw. LS., share time.
Golden Empire Broadcasting Co., Marysville, Cal. CP for new station. 1140 kc., 250 watts, daytime.
Hunt Broadcasting Ass'n, Greenville, Tex. CP for new station. 1200 kc., 100 watts, daytime.
Hannibal Broadcasting Co., Hannibal, Mo. CP for new station. 1310 kc., 100 watts, unlimited.
Courier-Post Publishing Co., Hannibal, Mo. CP for new station. 1310 kc., 100 watts, 250 watts, LS., unlimited.

APPLICATION RETURNED

Y. W. Scarborough, J. W. Orvin, F. Jordan, Charleston, S. C. CP for new station. 1210 kc., 100 watts, 250 watts LS., unlimited.
Walker & Chapin, Oshkosh, Wis. CP for new station. 1010 kc., 250 watts, unlimited.
Hebrew Evangelization Society, Inc., Los Angeles. CP for new station. 1570 kc., 1 Kw., unlimited.
Science Surveys, Inc., Cleveland. CP for new station. 880 kc., 1 Kw. 5Kw. LS., unlimited.
Frank O. Klapp, Zanesville, O. CP for new station. 1210 kc., 100 watts, unlimited.

Extending Coast Stay For Community Sing

West Coast Bureau, RADIO DAILY

Los Angeles—With Gillette Community Sing lopping its program down to half an hour, seeking an earlier time for eastern release and planning a rebroadcast to catch Coast audiences, it begins to look as though the first extension of the Sing's Coast airings would stretch out some more. Berle's picture work was responsible for extending original six week stay to nine. If the Sing stays, it will keep three Ruthrauff and Ryan transcontinental shows airing from the Coast, and bring them all, Jolson, Penner and the Sing under the eye of Tiny Ruffner, recently named R and R's radio chief.



"QUIZDOM COURT"

Alexander's Dept. Stores
WMCA, Fridays, 8:30-9 p.m.

POOR IMITATION COMBINATION OF QUESTION BEE AND COURT IDEA.

This patent attempt to capitalize on the name of "Professor Quiz" and the various "Courts" of the air didn't sound so hot at its first session. Aired from the Park Plaza Theater in the Bronx, the procedure involves an emcee calling six persons from the audience and asking them more or less tricky questions. The contestants are "accused" of a desire to answer questions, and upon giving their answers they are "pronounced guilty" of being right or wrong, as the case may be. Compared to the genuine Prof. Quiz program, this one had less ingenious questions, less humor, and the general routine lacked interest-holding pace and showmanship. Program is performed by the regular theater audience, and tickets are awarded to senders of the used questions. John Guy Sampsel is the emcee.

"GERALD GRIFFIN'S PARAMOUNT HOUR"

Michaels Brothers
WMCA, Fridays, 9:30-10 p.m.

JUST MILD AIR ENTERTAINMENT SLICED FROM A THEATER PERFORMANCE.

Broadcast from the Brooklyn Paramount Theater, this half-hour portion of the performance put on in the playhouse was rather mild as ether fare, though some of it seemed to go over big with the theater audience. Harry Hershfield acted as emcee, interspersing some of his anecdotes, and chief among the aired performers was Bea Saxon, a singer with an unusual style. She started out with the number "Who" and worked up into a series of shouts that won her an encore, for reasons that are largely a mystery to a dialer. A few other variety turns, all professional talent, offered instrumental music, singing, etc., with the performance being cut off the air at the end of the half-hour.

"CYCLING THE KILOCYCLES"

Cycle Trades of America, Inc.
NBC-Blue, Thursdays, 7:15-7:30 p.m.

Southmayd, Inc.

TUNEFUL ORK AND GUESTS REMIND LISTENERS ABOUT BENEFITS OF BIKE EXERCISE.

Institutional series for the bicycle trade, plugging no particular make of wheel, but generally boosting this type of exercise and diversion for old and young. Ray Sinatra holds down the bag with the baton, while guest stars, from vocalists to comedians, are heard each week. Band is un-

usually tuneful, full volume yet maintaining a breezy light touch and with plenty of color.

Ruth Etting guested on program reviewed, offering two different types of ballad, which she delivered in her inimitable style. Voice was never better and as usual her diction was faultless.

Credits were injected here and there, but not to excess in length. Perhaps they were not objectionable because no specific brand was being urged upon the listener and outdoor exercise was the theme, aimed at school children particularly (via the parents). Various cities come in for a mention and in addition, a testimonial and recommendation for bicycling was heard from Mazie Scanlan, physical instructor at Atlantic City schools. Offer was made of pictures of famed bicycle stars. Show does a repeat to the Coast 11:15-11:30 p.m.

"MUSIC AND YOU"

Sustaining
WOR, Thursdays, 8-8:30 p.m.

WORTHY EFFORT TO EXPAND APPRECIATION FOR FINER TYPE MUSIC.

With Alfred Wallenstein conducting, Pierre Key as commentator and Ernest Hutcheson as the first guest soloist, this new program under the auspices of the National Music League aims to present fine music by fine musicians for the finer tastes—and to try to widen the appreciation for such music. It is a worthy effort, and the opening program gave it a good sendoff. A fair amount of discursing on good music was included in the program, and the second half of future sessions is to be devoted to answering music questions and problems as submitted by listeners. Outstanding item of Thursday night's show was the piano work of Hutcheson in Liszt's "Fantasy". Pierre Key, in his discursing, defined the difference between music and noise. The series is to run for 13 weeks.

LOUIS ARMSTRONG

Standard Brands
(Fleischmann Yeast)

WJZ (NBC Blue network), Friday 9-9:30 p.m.

J. Walter Thompson Co.

TEMPTING THE YOUTH WITH SWING MUSIC AND COMEDY IN ALL-COLORED SHOW.

First show of its kind to go coast-to-coast commercially, plays strictly to the boys and girls in their teens, or even a little older. Louis Armstrong, hottest of the hot trumpet players who started something or other years ago, is the big feature, while Eddie Green, comedian, plus other talent supplies the comedy in scripts written by Octavus Roy Cohen. Superfluous to state that

F. T. C. CASES

Cease and Desist Orders

False and misleading representations as to the therapeutic value of a medicinal preparation designated as "Willard Tablets" is alleged by the Federal Trade Commission in a complaint issued against Willard Tablet Co., Inc., 215 West Randolph St., Chicago, advertising over the radio and in newspapers, magazines and circulars. Respondent company is allowed 20 days in which to file answer.

Prohibiting certain unfair representations in the sale of poultry medicines, the Federal Trade Commission has issued an order to cease and desist against E. G. and M. W. Zellers, trading Zellers Laboratories, Orrton Ave. and Noble St., Reading, Pa.

Joseph A. Piuma, a manufacturing pharmacist at 600 Spring St., Los Angeles, has been ordered by Federal Trade Commission to discontinue false representations in advertising which tend to mislead the purchasing public as to the therapeutic value of a medicinal preparation known as "Glendage", offered as a gland tonic.

Louis hasn't fallen off any with his trumpet and he has with him a combination that more than backs him up, from a scorching clarinet to a tremendous family of saxophones. In addition to "Pennies from Heaven" and other favorites, the outfit wound up in a burst of swing glory in their rendition of the inevitable "Tiger Rag."

Bill Bailey, tap dancer and other Cotton Club talent supplied fast entertainment and Eddie Green, and Gee Gee James, plus others offered a comedy skit, the locale being a restaurant. Green is fairly well known to radio listeners thru his appearances with Vallee wherein he did his fable type of comedy in modern dialect. Green of course is funny and the Cohen script was amusing even tho it seemed he was somewhat held down and his familiar gag lines missing. However, if Octavus Roy Cohen can't write good material for Green, it would be difficult to mention someone who could.

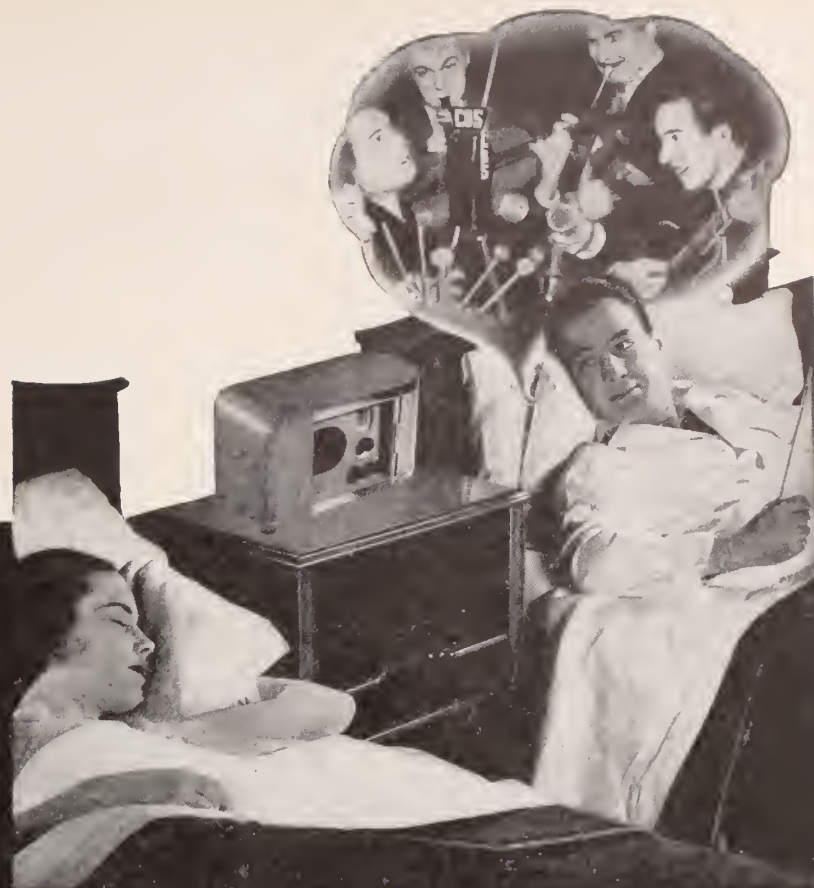
Fleischmann Yeast (for health) credits ran to very short allusion to the clear complexion angle in two spots. At the same time offer was made of an Arthur Murray dance instruction book containing 20 lessons for 81 labels from Fleischmann yeast cakes, a four week trial of three cakes daily, (which would make it 84 to be exact). Book is not for sale otherwise and at one point the lessons were stated to be worth five dollars each.

For the purpose of reaching the hot swing babies, this show ought to do the trick. Also, it may be advisable not to scare off the non-swing members of the household and so hold it down a little here and there.

IT'S NEW!
SENSATIONAL!
EXCLUSIVE!

DICTOGRAPH *Silent!*

RADIO with the ACOUSTICON MYSTIC EAR



... and a welcome change from profitless selling

LIKE the bursting of a bomb . . . news of the amazing Dictograph Silent Radio crashed home to listeners as the greatest innovation in a decade. It offers but one thing new . . . but that one thing so startling, so logical, so badly needed that every set owner is a prospect. It offers the only fundamental new feature in radio . . . The Acousticon Mystic Ear . . . that makes personalized listening possible, without earphones. One can listen, while others sleep, talk or read. It ends radio divorces . . . radio spats . . . radiositis! Thus, it banishes radio's last remaining negative factor.

The Acousticon Mystic Ear, exclusive with Dictograph Silent Radio, employs a sound principle new to radio. It is not an earphone, not a miniature loudspeaker. It employs the exclusive tonal fork principle, patent protected.

Dictograph Silent Radio dealers will cash in heavily on big national advertising NOW RUNNING. Get your share of these new profits. Fill in and mail the coupon TODAY for the whole profit-making story.

DICTOGRAPH PRODUCTS CO., Inc.

Radio Division

Dept. D-1

580 FIFTH AVE., NEW YORK, N. Y.

DICTOGRAPH PRODUCTS COMPANY, INC., are manufacturers of precision equipment for 34 years and make the Acousticon hearing aid, Dictograph Intracommunicating Systems for offices, the Detective Dictograph, the Limousine Dictograph, transmitting equipment for aircraft and army use, Packard Lektro-Shaver, International Ticket Scale, in addition to Dictograph Silent Radio.

The words "Silent" and "Acousticon Mystic Ear" are trademarked. U. S. pats. No. 101,980 and 1,630,028; other pats. pending.

Copyright 1936 Dictograph Prod. Co., Inc.

... **30,000,000 Radios**
and **NONE** Except Dictograph
Offers the Acousticon Mystic Ear

• You as a radio dealer, armed with the Dictograph Authorized Dealer Franchise, can go out and sell to a new and unscratched market. Not one of the 30,000,000 sets now in use provides the listener with personalized reception except the Dictograph Silent Radio. It is a full profit, non competitive, big demand opportunity that you should grasp . . . right now! Don't let this opportunity slip through your fingers. Someone is going to sell Dictograph Silent Radio with Acousticon Mystic Ear to YOUR customers and it should be you. Mail the coupon. Get on the bandwagon!

A limited number of manufacturers are being considered for licensing arrangements for "Silent" Models with the Acousticon Mystic Ear.

MAIL IT!

DICTOGRAPH PRODUCTS CO., INC.
Radio Division, Dept. D-1
580 Fifth Ave., New York, N. Y.

I want the full story of Dictograph Silent Radio and details of your Authorized Dealer Franchise Plan. Rush this information to me at once.

Your name

Firm name

Street

City

My distributor is.....

NEW BUSINESS

Signed by Stations

WCKY, Cincinnati

Weber Milling Co., Sunman, Ind. (Ho-Maid Cake Flour), 150 spots; Vick Chemical Co. (Vick's Vatrol and Vaporub), 13 spots, through Morse International Inc., New York; Standard Oil of Ohio (Sohio X-70), 43 spots, through McCann-Erickson Inc., Cleveland.

WBRY, Waterbury

M. H. Alderman Furniture Co., Open House, variety hour, plus contest with 10 prizes at each broadcast.

WPTF, Raleigh

Blackwood's Inc. (tires), six-times-weekly patron, adding three more programs of the Monroe Brothers, making nine weekly quarter-hours including three broadcasts of Blackwood's Swingbillies; Rexall Dealers, Magic Hour; N. C. Equipment Co., Hillbilly Kid, weekly quarter-hour.

WENR, Chicago

Meyercord Co., Personality in the Home, 15-mins., Fridays, 4:15 p.m., CST, with Dorothy Adams, interior decorator, and Norm Sherr, pianist.

WMAQ, Chicago

W. B. Coon Shoe Co., Rochester, N. Y., Footlight Frolics, 15-min. NBC Thesaurus disks, Tuesdays. Norman Ross announcing.

KFAC, Los Angeles

Currier's Tablets, thrice weekly, The Success Club, conducted by The Success Doctor, along lines of Voice of Experience, through Joe Landfield Agency.

WROL, Knoxville

Supreme Foods Co., Supreme Variety Hour, half-hour Friday program; Clark's Credit Clothiers, drop Dawn Patrol and institute quarter-hour hillbilly program, Monday through Friday.

WBT, Charlotte

Refrigeration & Air Conditioning Corp., Just the Two of Us, with Holly Smith and Johnny McAllister, who broke fan mail records for the station in 1934. Through National Classified Advertising Agency, Youngstown, O.

WMBH, Joplin

Marvel Bread Co., Miami, Okla., has renewed its contract for a 15-minute daily Talk of the Town Broadcast, handled by Bruce Quisenberry and Richard Tripp. It is the second renewal of contract on the series, begun last October.

Ed Wynn Signing Off

Ed Wynn will sign off the air after May 8, ending a 26-week run under the sponsorship of Axton-Fisher Tobacco Co., Louisville, makers of Spud cigarettes. Program is heard on the NBC-Blue network, Saturdays, 8-8:30 p.m., with repeat 12 midnight.



Coast-to-Coast



WHEN Buffalo holds its monster benefit at the Municipal Armory for the local United Charities on April 29, Nino Martini, the Eton Boys, Tom Howard, George Shelton, Walter O'Keefe, Arthur Boran, Stoopnagle and Budd and many other radio stars will contribute their talents.

"Bateeste," in private life H. J. Crimi of Springfield, Mass., a French-Canadian comic who has been making a hit on Down East stations, will appear with Al Pearce's Ford show over CBS at 9 p.m. tomorrow.

Patricia Cook, new sustainer at WICC, Bridgeport, began a "Life Sketches" series at 6:45 p.m. yesterday.

Bill Lewis, baritone of WJBK, Detroit, is being screen tested.

Len Riley is back at his sports broadcasts over WFBM, Indianapolis, after a southern vacation.

WBT, Charlotte: Charles Crutchfield, program director and sports announcer at WBT, Charlotte, will handle the 15-minute resume of ball games and scores to be aired as a regular feature with the opening of the season . . . Dick Hartman and his hillbilly band have gone to Hollywood to appear in another film . . . Fred Kirby, who holds the WBT fan mail record, and Happy Sam Fowler, Bob Phillips and Twins Elmer will fill the Hartman spot.

Thornley and Jones Form New Ad Agency

(Continued from Page 1)

vertising agency. Thornley last year filed suit against the present management of N. W. Ayer for control of agency, but the suit was later dropped. Jones' public relations service, functioning under his own name, will continue. Agency is located at 70 Pine Street, Philadelphia.

Disks and Spots Led Feb'y Business Gain

(Continued from Page 1)

cent compared to February of last year.

Radio broadcasting generally showed the greatest gain of any major medium as compared to February of last year. As against the 25.1 per cent increase by radio in volume, national magazine advertising rose 12.8 per cent and national farm paper volume was up 22.8 per cent. Newspaper lineage increased 12.5 per cent.

Transcription gain was 9.2 per cent showing largest individual radio gain.

WBAL, Baltimore, has added some band music in a program of the 12th Infantry Band from Ft. Howard, Md., Thursday nights.

WLW, Cincinnati: Arthur Chandler, Jr., whose morning "Chandler Chats" were a daily feature for months, is back five times a week at 8 a.m. . . . Jimmy Scribner's "Johnny Johnson Family" has set a new mail record for sustaining programs, getting 60,000 pieces in a four-day request, while mail from other Mutual network stations swelled it to 76,000 . . . A full hour presentation from the Shubert Theater stage, with leading WLW and WSAI acts, was aired from the theater Friday as the first of a series.

Ford Rush, veteran radio entertainer of the west and middle west, now has a six-day-a-week quarter hour commercial on WGY, Schenectady. Rush was associated, at one time, with Gene and Glenn, in fact he brought that team together first in a trio which was long popular on the airways as Ford, Gene and Glenn.

All leading network radio players take part in the dramatic series, "Girl Interne," which is broadcast by WHN daily from 1:15 to 1:30 p.m. Players are Rosaline Green, Clayton Collyer, Erik Rolf, Anne Teeman, Robert Strauss and Ned Wever.

WLW-WHN Hook-up Is Starting in Week

(Continued from Page 1)

sary and will be discontinued immediately.

WLW has already set one program, "WLW Presents," which will be aired over the special hook-up every Monday, 9-9:30 p.m. The inaugural airing was set for tonight, but will be postponed at least one week. William Stoess and his orchestra and 24 artists have been set for the shows. Other plans for the future include the transmission of "Los Amigos," a program originating in Washington, D. C., and a dramatic series called "Waterfront Wayside."

Complete plans and schedules for the exchange of programs will be announced as soon as officials of the two stations have completed all arrangements. Stations WFIL, Philadelphia and KQV, Pittsburgh will also be linked with new line.

New Parent-Teacher Series

Baltimore—Maryland Congress of Parents and Teachers has started a new Wednesday series over WBAL, 4:30-4:45 p.m. First series proved highly successful.

PROMOTION

CBS Plugs Boake Carter

CBS sales promotion department has a new brochure on Boake Carter and his tremendous pulling power, written around the New Yorker item on Pierre, the schnauzer who goes for the Carter voice in a big way. The commentator is in his 52nd consecutive month on the CBS web and definitely synonymous with Philco. Time-talent-and-advertiser identification has drawn 4,000,000 letters a year (1936).

Single broadcast anent the demise of George V, brought 114,000 requests for copies of the tribute; 100,000 letters came as a result of Carter's reportorial work on the Hauptmann case (not mentioned by name in booklet). Fan mail, however, is not given as the reason for Philco continuing Boake Carter. Rather the huge sales of Philco products is the reason for the consistent use of radio advertising.

A "P.S." on the back cover reminds the reader that the Philco "niche" is but one of the many CBS advertisers who have been on CBS with comparable results. Some 26 advertisers have used CBS network facilities for 52 consecutive weeks or more. General Baking is given as one example where the sponsor has been on CBS for over six years with but one change in talent, while Wm. Wrigley Jr., Co., has been on for seven years with only a few weeks interruption in the last two and one-half years. Other examples are on tap for the asking.

Burns and Allen Gag

New Burns and Allen Grape-Nuts program on NBC Monday nights is getting the benefit of a dummy box of the breakfast food being circulated around, and when box is opened, card-board reproduction of the comedy team pops out smartly, aided and abetted by rubber bands within. Good gag, since everyone wants to fool around with it. Young & Rubicam agency got it out.

Pederson Managing KOL

Seattle—Elmer Pederson, formerly of KNX, Hollywood, has been appointed manager of KOL here, it is announced by Archie Taft, vice-president of Seattle Broadcasting Co.

Engel Sales Co. Moves

Engel Sales Co. Inc. will be located at 1 East 42nd Street effective April 15. Firm handles sales promotion. George Engel is the president and Allison H. Mitchell, secretary.

WOR at 6:15 a.m.

WOR opened its studios this morning at 6:15 a.m. a half hour earlier than usual and will continue on this schedule, Mondays through Saturdays, for an indefinite period.

Early program is a musical with Joe Bier, staff announcer, telling the people how swell it is to get up early. Sponsor is interested in the 6:30-6:45 a.m. spot.



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 45

NEW YORK, N. Y., TUESDAY, APRIL 13, 1937

FIVE CENTS

Radio Unionizing Looms

Looking OnAND LISTENING IN

COMEDY SLUMP Comedy and variety programs over the week-end, collectively speaking, slumped to a low mark in humor, brightness and general entertainment quality.

The Twin Stars program with Victor Moore and Helen Broderick hit new depths in dullness. It had no spirit.

Phil Baker, who also has been getting a bad deal in material lately, took it on the chin again.

Ed Wynn's loudness as usual failed to drown out the hokeyness of his stuff.

Joe Cook lacked some of the sparkle that his emceeing has displayed on other occasions.

Stoopnagle and Budd sounded as though one more installment of that 10-20-30 Harry Von Zell mellerdrama—the kind youngsters used to write for barn theater audiences—will be about all they'll be able to get away with.

Senator Fishface and Professor Figs-bottle had one of their off days.

Eddie Cantor wasn't bad—but a lot of dialers must be starting to wonder if he's switched from Texaco to the advance exploitation of the coming "Gone with the Wind" film.

Paramount on Parade, for its third successive week, sounded as though it had been thrown together at the last minute.

Joe Penner was just fair.

Jack Benny, with Burns and Allen, had the best of the week-end variety shows.

Milton Berle wound up the parade Sunday night with a pretty good performance.

But as a whole it was a bad week-end for the wits.

The biggest single fault of radio comedy programs is that too many of the writers get their gags from apparently the same sources.

It is nothing to hear several of the same jokes on four or five programs every week-end.

Stimulating

Charlotte—By installing a radio system with loud speakers in its plant and tuning in the favorite programs of the workers, the Hatch Co. hosiery mills at Belmont brought about a 3 per cent increase in production. President J. Mack Hatch reports to William A. Schudt, Jr., general manager of WBT here.

DETAILS COMPLETED FOR CBS COAST PLANT

West Coast Bureau, RADIO DAILY
Los Angeles—With the receipt of finished plans, Donald W. Thornburgh, CBS vice pres. in charge on the Coast, disclosed first details of the new plant which is to cost approximately \$2,000,000. There will be two buildings, a two-story structure for business rental, facing on Gower street and designed to give architectural harmony to the five story broadcasting building adjoining it, which will house seven studios and an auditorium studio exclusively for CBS.

Broadcasting building occupies
(Continued on Page 7)

Emerson Drug Using 11 Seaboard Stations

Emerson Drug Co., Baltimore, has signed 11 stations in its spot radio campaign throughout the middle atlantic and southern stations. Stations are WNAC, WJR, WBEN, WGY, WGAR, WCAU, KDKA, WPTF, WIS, WSOC, WMCA, WJJD. On all stations except WJJD, which is quarter-hour sports broadcast to begin with the start of baseball, 100-word announcements are being broadcast each evening, seven nights a week. J. Walter Thompson Co. has the account.

Weeding "Professionals" From Studio Audiences

West Coast Bureau, RADIO DAILY
Los Angeles—CBS is moving to weed out the "professional broadcast attenders" from its audience shows. According to Donald W. Thornburgh, the fans make bad audi-
(Continued on Page 7)

Supreme Court Decision is Expected to Spur Organization Among Net- works and Individual Stations

NBC Saluting Three

The three new stations which recently were added to the NBC roster of outlets, will be welcomed to the network in program salutes during the afternoon and evening of Thursday April 15.

Outlets are KSOO, Sioux Falls; WDEL, Wilmington, Del.; and WORK, York, Penn.

THEATER SELLS TIME ON RADIO BROADCAST

Ottawa, Kas.—Radio time for the radio and stage show presented Friday nights from the Fox Plaza Theater here, aired by remote control via KXBY, Kansas City, Mo., is bought by the theater and re-sold to local merchants who co-sponsor the show. First broadcast used talent from
(Continued on Page 7)

15 Stations Lined Up In Duco Disk Campaign

E. I. Du Pont de Nemours & Co. (Duco) has lined up 15 stations for its "Paint Parade" WBS disk program featuring Ray Perkins which is getting under way this month. Schedule calls for WCAU, WSMB to start today; WJAX, Wednesday; WBZ-WBZA, on 19th; WGN, WCCO,
(Continued on Page 8)

The Supreme Court's decision yesterday, ruling that the Wagner labor relations act is constitutional, is expected to encourage attempts to unionize the radio broadcasting industry, according to comment among network and individual station employees. By upholding the act, the Supreme Court has okayed the clause which allows employees of a business engaged in interstate commerce to select their own representatives for collective bargaining with employers.

In the ruling handed down in the AP case, the Court entered an order that the AP cease and desist from discouraging membership in the American Newspaper Guild or any other labor organization by resorting to coercion. All of which is taken to mean that employees hereafter may have no fear of losing their jobs if they join a union not sanctioned by his employer.

The only unionized outfits in broadcasting stations today are the "inside unions" representing the technicians. At CBS the announcers
(Continued from Page 3)

Don Lee Television Draws Coast Crowds

West Coast Bureau, RADIO DAILY
Los Angeles—Don Lee installed its television receiving apparatus in the Cal. Tech Annual Electrical Progress exhibition over the week-end, sent pictures and sound more than 10 miles from its studios at 15-minute intervals over Friday and Saturday and drew biggest crowds of any exhibit of the show. Because it worked on a seven-hour daily schedule, the usual
(Continued on Page 8)

Radio and Music Men Oppose Duffy Bill in Present Form

Corn Belt Wireless Adds KFRU, Columbia

Des Moines—KFRU, Columbia, Mo., has joined the Corn Belt Wireless, operated by WHO here. Elzey Roberts, president of KFRU Inc., is also publisher of the St. Louis Star-Times. New offices and equipment were dedicated by the station Saturday.
(Continued on Page 6)

By GEORGE W. MEHRTENS
RADIO DAILY Staff Correspondent

Washington—Radio and music publishing industry were among those represented at a hearing yesterday before special sub-committee of Senate Foreign Relations Committee headed by Senator F. Ryan Duffy, (D. Wis.) sponsor of the Duffy copy-
(Continued on Page 6)

WMAQ 15 Today

Chicago—WMAQ, oldest local station, is 15 years old today. Established in 1922 under joint ownership of the Chi Daily News and the Fair Store, it was originally called WGU. Now it's owned and operated by NBC. Starting as a 100-watter, it has jumped its power by progressive steps to the present 50,000 watts.



Vol. 1, No. 45 Tues., Apr. 13, 1937 Price 5 C's.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Merseu, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk and Verne Bailey, 6425 Hollywood Blvd. Phone Granite 6607. Application for entry as second-class matter is pending.

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FINANCIAL

(Monday, Apr. 12)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	169 1/8	167 1/4	169 1/8	— 1/8
Crosley Radio				
Gen. Electric	54 1/2	51 7/8	54 3/8	+ 1 1/2
North American	26 3/8	25 5/8	26 3/8	+ 3/8
RCA Common	10 1/8	10 5/8	10 7/8	+ 1/4
RCA First Pfd.	73 1/2	73 1/2	73 1/2	— 1/2
RCA \$5 Pfd. B.		(98 Bid)		
Stewart Warner	18	17 1/8	18	+ 1/8
Zenith Radio	32	32	32	— 1/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.	16 1/2	16 1/8	16 1/2	+ 3/4
Majestic				
Nat. Union Radio	2 3/4	2 3/4	2 3/4	

OVER THE COUNTER

	Bid	Asked
CBS A	56 1/4	58 3/4
CBS B	55 7/8	58 3/8
Stromberg Carlson	15 1/4	16 1/4

Lewis Heads WGAR Sports

Cleveland—Franklin "Whitey" Lewis, for nine years a leading sports writer for Scripps-Howard's Cleveland Press, has joined WGAR to head the sports department. He succeeds Bob Evans, who is vacationing in Florida and in his return will assist in news handling and special events broadcasts.

John F. Patt, WGAR manager, also has signed Ted Hanna, nephew of Dan Hanna, Cleveland News publisher. Ted, formerly in the News and Plain Dealer editorial departments, will be in WGAR's news gathering and editing bureau.

Lloyd Williams Married

Lloyd Williams, CBS staff musician, was married to Florence Canning on Sunday at the Church of Our Lady of Mercy in Jackson Heights.

NETWORK SONG FAVORITES

Following is an accurate list of performances for the week ending April 10, covering songs played from 5 p.m. to 1 a.m. on CBS and two NBC networks. Only compositions played 15 times or more are included. This listing is a regular Tuesday feature in RADIO DAILY.

Selection	Publisher	Times Played
Too Marvelous For Words (Harms, Inc.)		33
Where Are You (Leo Feist, Inc.)		27
Little Old Lady (Chappell & Co.)		26
Boo Hoo (Shapiro, Bernstein, Inc.)		24
How Could You (Remick Music Corp.)		24
Swing High Swing Low (Famous Music Corp.)		24
Moonlight And Shadows (Popular Melodies)		20
Sweet Is The Word For You (Famous Music Corp.)		20
Slumming On Park Avenue (Irving Berlin, Inc.)		19
Carelessly (Irving Berlin, Inc.)		18
I've Got My Love To Keep Me Warm (Irving Berlin, Inc.)		18
Love Bug Will Bite You (Santly Bros.-Joy)		18
Let's Call The Whole Thing Off (Chappell & Co.)		17
September In The Rain (Remick Music Corp.)		17
What Will I Tell My Heart (Crawford Music Corp.)		17
Sweet Lileani (Select Music Co.)		16
You're Here, You're There (Marlo Music Co.)		16
My Last Affair (Chappell Music Co.)		15
Never In A Million Years (Robbins Music Corp.)		15
Trust In Me (Ager, Yellen, Bornstein)		15
When Love Is Young (Miller Music, Inc.)		15
When The Poppies Bloom Again (Shapiro, Bernstein, Inc.)		15

Gar Young Quits NBC For Hearst Adv'g Post

Gar Young, member of the NBC advertising and sales promotion staff since 1932, has resigned effective April 15, to join Hearst International Advertising Service.

Young, who was also director of the NBC Trade News Service, will handle advertising and sales promotion for the Hearst sales service of the various Hearst newspapers.

Muffets Test Campaign

Quaker Oats Co., Chicago (Muffets) on May 13 will launch a live spot announcement campaign on two Philadelphia stations (KYW, WCAU). Schedule will be four announcements a day, six days a week, for a month. Arthur Kudner Inc. placed the account.

WDNC Felicitated

Durham, N. C.—A birthday party Saturday celebrated the third anniversary of WDNC. Felicitations started at 7 p.m., when the "Saturday Swing Session" over CBS was dedicated to WDNC, and ran through the programs to 11:30 p.m. Station is managed by Frank Jarman, with Lee Vickers as program director; Red Dalton, chief engineer; Al Harding and Tom Murray, announcers; Bob Stratton and Tom Van Alstyne, assistant engineers, and Kay Lee, continuity writer.

Fecke Heads Standard

George L. Fecke has been elected president of Standard Syndicated Service Inc., creators of promotion and merchandising features for radio stations and newspapers. Deal is pending with an eastern chain for sponsorship of the first feature of a series created by Standard.

The firm has opened branch offices at 120 Boylston St., Boston.

Cuban Cabinet Invites Radio Men to Parley

Havana — Following approval of a resolution by the Cabinet, invitations are being sent to all Central and South American countries, as well as to the U. S., Canada and Mexico, to participate in a radio conference to be held here starting Nov. 1.

Radio problems of the western hemisphere will be discussed and solutions sought, following out the agreements reached by Cuba, Mexico, Canada and the U. S. at last month's conference here.

Staff Changes at KRKO

Everett, Wash.—Willis M. Schutt, formerly of the Cornish School in Seattle and associated with stations in Penna., has joined KRKO as program director, succeeding A. F. Becker, who joined KROY, Sacramento, Cal.

Roy Mack, formerly in Walla Walla, has joined KRKO as musical director. He has full charge of the half-hour "Stars of Tomorrow" program.

Paul Clark at Football Clinic

Evansville, Ind.—Paul Clark, WGBF sports announcer, attended the two-day football clinic at Purdue University. The clinic is held for benefit of sports writers, commentators and coaches, to acquaint them with new trends in the game.

COMING and GOING

BILL GELLATLY, WOR-Mutual sales manager, left yesterday for a two-week vacation in Bermuda.

HARRY SAVOY, who was Eddie Cantor's stooge recently, was guesting in Seattle last week.

H. R. MAKELIM, new general manager of KXBY, Kansas City, left early Sunday morning by plane for New York to stay until the end of the week.

DAVE RUBINOFF entrained for Hollywood yesterday to appear in a motion picture for 20th Century-Fox.

PATRICIA BOWMAN arrived yesterday on the Normandie.

H. C. FLOWER, vice-president of the J. Walter Thompson agency, and MRS. FLOWER, arrived yesterday aboard the California.

MARTIN J. BEIRN, vice-president of the American Radiator Co., also arrived on the California.

FRANK RUSSELL BAKER, former WOW announcer and Omaha Community Playhouse actor who now is engaged in radio and theatrical work in New York city, was in Omaha yesterday to attend funeral services for his father.

WILLIAM O. PAPE, president of WALA, is a visitor in New York.

BLEVINS DAVIS, NBC special commentator of the Coronation broadcasts, sails for England on April 24 aboard the Ile de France.

JOHN J. GILLIN, JR., WOW, is in town for a visit before returning west.

RITA JOHNSON, off WHN for 6 weeks, is back from the west coast and will resume her part in "Girl Interne."

WFIL Swaps Time for Space

Philadelphia — Don Withycomb, WFIL general manager, has completed a time for space swap with the Evening Public Ledger, the sheet taking a Sunday quarter-hour at 9:45 p.m. for a dramatization of the Dorothy Dix "advice to the lovelorn" column which appears daily in the paper. Based on the top card rate of both station and paper, WFIL gets a proportionate amount of display space to be used to merchandise the programs of both local and national advertisers.

Douglas Arthur Joins WNEW

Douglas Arthur, formerly associated with station WTNJ, Trenton, has resigned to accept an announcing position at WNEW. Change becomes effective immediately.

"Kabibble Kabaret" on WINS

Harry Hershfield's "Kabibble Kabaret" makes its bow at 6:15-6:30 p.m. tomorrow as a Wednesday feature over WINS. With Hershfield as m.c., program will be of a variety nature with guest talent from stage, screen and night clubs.

The Tavern RADIO'S RENDEZVOUS

MAKE THIS YOUR
LUNCHEON—
DINNER—SUPPER CLUB

158 W. 48th St.

Toots Shor

RADIO EVENTS, INC.

AN INDEPENDENT PRODUCING GROUP
SERVING ADVERTISING AGENCIES

535 Fifth Avenue,
New York, N. Y.

From script to production—
that extra something that's good radio

Leo Says
TONIGHT'S BEST BET:
COL. JAY C. FLIPPEN'S
Amateur Hour
from 7 to 8 p.m.
WHN DIAL 1010
AFFILIATED with M-G-M & LOEW'S

NEW BUSINESS

Signed by Stations

KJBS, San Francisco

Gensler Lee Optical Co., 26 Sunday quarter-hours and 5-min. dramatic episode, Radioaid disks, New Century Beverage Co., 13 quarter-hour Standard disks, through Ernest R. Ham Agency; Seven-Up Bottling Co., 15 Sunday quarter-hour Standard disks; Lachman Furniture, 15 quarter-hours, through Allied Advertising Agency; H. O. Harrison Co. (Pontiac), quarter-hour Standard disks supplementing Pontiac national series; Morris Plan, five spots daily, through Leon Livingston agency; Ghirardelli Chocolate Co., spots; Albert S. Samuels Jewelry Co., half-hour Saturday nights, supplemented by daily spots.

WGAR, Cleveland

San Felice Cigars, Detroit, 15-min. six-a-week newscast by Carl George, one year.

WELL, New Haven

Plato's Sales & Service (Willys dealer), Bigelow Twins; Kressel & Wolf (furriers), Vera Cruse and Frank Konitz.

Los Angeles

KFAC: Star Outfitting, year's contract for daily hour of popular records, through Allied Advertising Agencies.

KFWB: NuEnamel, 4-week trial half-hour Sunday morning program, with Sheila Murphy, home economics expert, through Advertising Arts agency.

Philadelphia

WCAU: Du Point Paints, two 15-min. periods weekly, Ray Perkins' Paint Parade disks, through BBDO; Sebasco Co. (vaporizer), two 15-min. periods weekly, Movie chatter, through Aitkin-Kynett Co.

WFIL: Procter & Gamble (soap), 21 spots weekly, through Blackett-Sample-Hummert; Chrysler Corp., 12 spots weekly, through Lee Anderson Agency; Quaker Oats (muffets), 12 spots weekly, through Arthur Kuder Agency.

WDAS: Kahn's Credit Furniture, 15 mins. daily participating in "1370 Club"; Sears-Roebuck, 15 mins. daily, Nathan Fleisher as Jewish news commentator, through Lavenson Bureau.

KYW: E. Foggera Inc. (eye lotion), three 5-min. disks weekly, through O'Day-Sheldon.

WWL, New Orleans

Snowking, 15-min. daily locally produced program featuring Miss Billie Walker and her Texas Longhorns; switch from the Pickett family to

At the Rainbow Grill

Emery Deutsch

and His Orchestra
Unusual, Romantic Music
CBS Artist Bureau
Management Rockwell-O'Keefe, Inc.
Radio City, New York and Hollywood

NEW PROGRAMS—IDEAS

"Right Job" on Mutual

"The Right Job," originating at WGN, Chicago, makes its debut Sunday as a 2:30-2:45 p.m. weekly feature. Prof. Samuel N. Stevens of Northwestern University will handle the series, aiming to steer young people into the kind of jobs for which they are best fitted.

Song Title Contest

Playing of old and sometimes new songs, with titles omitted, and asking listeners if they can give the name of the number, has proved a popular contest over KTSM, El Paso. The program, "Music Memories", is on twice weekly, 9:30-10 p.m. Though titles are left out, the continuity is cleverly written so that by listening carefully it is possible to detect the name. Receiving sets, table lamps, mirrors, etc., are given as prizes.

Peaceful Valley for Drug Trades, half hour.

Springfield, Mass.

WMAS: Stacy's Exposition Service, temperature reports, three times Sundays, and twice daily.

WSPR: Clark Nursery, "The Old Gardener," 10-min. disks, Mondays, and "Merchants Co-operative Program," 15 minutes of plugs for member merchants, Wednesdays; Dreikorn Baking Co., Holyoke, renewal of children's hour, Saturdays.

KWJJ, Portland, Ore.

Miller & Tracey (morticians), daily 15-min. period, Townsend news, with F. K. Haskell as commentator.

WOR, Newark

Bristol-Myers (Minit-Rub), Trans-Radio news, five 15-min. periods weekly, starting April 26, through Young & Rubicam; A. N. Smallwood Inc. (real estate), "Cabin in the Pines" musical series, Tues., Thurs. and Sun., with Norman Brokenshire as m.c.; same sponsor continuing Dr. Frank Payne in "The Psychologist Says" on Wed. and Thurs., through Jay Lewis Associates.

Furgason & Aston Places Biz

New business recently placed by Furgason & Aston, station reps, includes:

KFYR, Bismarck, P. & G., 312 or more one-min. spots; Ironized Yeast, 26 five-min. programs.

WBOW, Terre Haute, P. & G., 105 or more one-min. spots; Iowa Soap, 39 quarter-hours.

WGBF, Evansville, Ind., P. & G., 52 or more spots; Iowa Soap, 39 quarter-hours.

WJAS, Pittsburgh, Bauer & Black, 26 chainbreaks; Greystone Wine, 15-min. weekly program; Sherwin-Williams, 52 one-min. spots; Crisco, 200 one-min. spots; Alaska Yukno Fisheries, 78 one-min. spots.

WMBG, Richmond; Bauer & Black, 26 chainbreaks; Roi-Tan cigars, 65 chainbreaks; Longines Wittnauer Co., 365 time signals.

New network programs for WBOW,

Announcers' Contest

Going into its tenth week, the Announcers' Opportunity Contest on KUJ, Walla Walla, Wash., has about 25 candidates left after starting with 100 and eliminating gradually. Two qualified judges and votes from listeners will decide the winners. The judges (names not disclosed) count two-thirds, and the public vote one-third. About eight candidates compete on each program of 45 minutes average length.

Programs are on the air thrice weekly, available to sponsors for periods ranging from a quarter hour to a complete show. Sale of time has been easy. Prize is an opportunity for the winner to receive special coaching by KUJ and a month's job at regular salary for a beginner.

Unionizing of Radio Looms on Court Ruling

(Continued from Page 1)

and assistant directors have formed the "American Guild of Radio Announcers and Producers" with Roy Langham as its president.

The Guild filed a letter with Edward Klauber on April 12 stating their case and the next day in response to CBS request furnished proof that the Guild represented the majority of the CBS announcers and producers. Last Friday a meeting of the Guild committee and CBS committee, three each, was held in which the Guild presented its program, including minimum hours, wages, recognition of the Guild, working conditions, etc.

Next meeting of the bargaining committees is scheduled for tomorrow at 10 a.m.

From other sources it is understood that the Newspaper Guild is preparing to solicit members in the publicity departments of the networks. Attempts have already been made to expand the Guild's membership out of the newspaper field.

Marvyn Rathbone, president of American Radio Telegraphers Association, said that his organization was highly pleased with the Supreme Court verdict and added that a formal announcement of the ARTA's future plans will be announced later this week. It is understood that the ARTA has made overtures to the "inside unions" to affiliate with them, but the technicians desire to remain independent. Queried as to whether the ARTA was affiliated with the C.I.O., Rathbone said an announcement would be made on that point later.

basic Red-Blue supplementary, are Gen. Motors, Firestone, American Can, Cycle Trades, Minute Tapioca, Packers Tar Soap.

KANS, Wichita, NBC basic Red-Blue supplementary, Firestone program.

AGENCIES

JOHN S. ROBEL, recently affiliated with Cramer-Krasslet Co., has joined the Chicago office of Frank Presbrey Co., advertising agency.

NEEDHAM, LOUIS & BRORBY, Chicago, have been appointed by the Wieboldt Stores Inc. to handle its shopper's radio programs heard over WBBM and WMAQ.

GEORGE BOWLES, account executive handling national Coolerator advertising for Ferry-Hanley Advertising Agency, has returned to Kansas City after a trip during which he arranged an increase in time over stations in Iowa and Wisconsin. Coolerator now has campaigns under way in 23 cities.

GOTTSCHALDT - HUMPHREY INC., Atlanta and Greensboro, N. C., announces the appointment of Granville Sewell as manager of the Greensboro office.

VOX CO. OF ADVERTISING INC. has moved to new quarters at 19 West 44th Street and have added A. G. Holtzman and V. G. Hannington to the staff.

C. A. ISHERWOOD and W. G. SNYDER have formed a new agency with offices in the old National Bank Bldg., Spokane, Wash.

JOHN LOVETON leaves Benton and Bowles on Thursday to take charge of contracts and spot purchasing for Ruthrauff & Ryan, Inc.

225 Inquiries from 12 Spots

Lane-White Appliance Co. opened a new store in Joplin, Mo., a new company in the city, a new business in a new location. They used three spots a day for four days over WMBH, inviting women to a demonstration of GE Ironers. In the four days, 225 women mentioned to the concern that they had come because of hearing the spot announcements over WMBH.

Result: Lane-White increasing its use of WMBH facilities.

WCAU to Groom Announcers

Philadelphia—Racket radio schools in this area are handed a blow in a mutual arrangement between WCAU and the smaller stations in nearby communities for farming out voices to be groomed as announcers. While the ten-lesson schools provide the student with a course of training, what WCAU wants and needs are announcers with practical experience. Weary of auditioning announcers who have nothing to offer excepting a potential mike voice, WCAU will now groom its own gabbers.

EDDY DUCHIN

and HIS ORCHESTRA

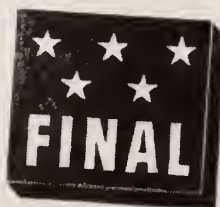
Third Record Week at Paramount

Appearing Currently at

PLAZA HOTEL

Management MCA

Vol. XCVI No. 32.978



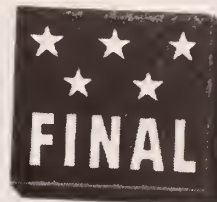
PEOPLE TO



NEW YORK APRIL 5 1937

TWO CENTS
In Greater America
THREE CENTS
Within 200 Miles
FOUR CENTS
Elsewhere

EAT ALL SUMMER!



LIFE is about the same, summer and winter. People eat and drink, work and play, keep on buying. They spend just as many millions of dollars. Not only for seasonal needs and luxuries, which you'd expect. But for year-'round products like gasoline, cigarettes, electric refrigerators, automobiles. (These hit peak sales in summer!)

Radio listeners hang right on, too. Of the millions who listen to NBC winter programs, 97% are available to radio in any week in the summer. For where people go — there goes radio!

This tremendous year-'round acceptance makes NBC broadcast advertising the most effective year-'round sales medium in the world. That is why more advertisers are on the air — the NBC air — right through the seasons, without interruption.

RCA presents the Metropolitan Opera every Saturday afternoon, and "The Magic Key" every Sunday, 2 to 3 P. M., E. S. T. Both on NBC Blue Network



Last summer, advertisers on NBC Networks (weekday time alone) boosted NBC income to an increase of

72½%

NATIONAL BROADCASTING COMPANY

A Radio Corporation of America Service



H EADLINE talent from all the networks, along with scores of local station favorites will take part in the second annual Radio Show to be staged Saturday evening in the Shrine Auditorium. Milton Berle, Don Wilson and Ed Lowry will take turns at m. c-ing the show. Maureen O'Connor, 13-year old CBS singing star who was picked last week as Radio Baby Star for 1937 in the Los Angeles Radio Editors' poll, will preside over the whole show. The show will run both afternoon and evening, and part of it will be aired.

Bob Taplinger's office really going to town with its new beauty contest which has now reached the point where Eddie Cantor, Al Jolson, George Burns, Parkyakarkas, Milton Berle, Jack Oakie and Joe Penner have organized themselves into the Comedians Committee for Choosing Comely Co-eds. Each of the Big Six Football conference colleges are sending photos of their 12 prettiest girls. Committee picking best looker from each college by picture, sending for her to appear in person so they can select the real Beauty Queen. All six to be presented at the Radio Arts Ball, April 17, as handmaidens for the Baby Stars.

Fred Graham has replaced Glen Hardy as news commentator on Alka Seltzer's Newspaper of the Air, on Don Lee net.

Paul Wellbaum, radio pioneer who used to do the old Cliquot Club program in New York a decade ago, comes back to Radio via KEHE, in an Orange network Saturday afternoon, with songs, piano and chat.

Ortillio Rivera's ork doing a daily Monday through Friday program for Don Lee Chain, remote from El Paseo cafe, Santa Barbara, to KDB, Don Lee outlet there.

Wendell W. Phipps, who has a long background of agency and radio work, has joined the Los Angeles office of Hanff-Metzger, to handle local radio accounts, write copy and work on contacts.

Wayne Miller, publicity director for Don Lee chain, talked to the Los Angeles chapter of the Speech Arts Guild on The Trend of Radio Programs.

Diana Lewis, who has been playing Becky Thatcher in Don Lee's serialization of Tom Sawyer, will forsake dramatic work to become the soloist with Larry Lee's orchestra programs on the same chain.



● ● ● Jack Pearl will do Friday's NBC show—but from a wheel-chair. He's doing nicely, however, following his operation....After Fred Allen's departure from Ipana, his return to the radio-fold will depend entirely on picture commitments. This, however, is certain: he won't be aired (for another sponsor) until the first of next year....Wheatena's show next fall will be a single shot weekly for thirty minutes....Don Lowe will replace George Hicks on the Consolidated Gas program....KYW will do a take-off of the Prof. Quiz show with a fellow named Harvey as the interrogator, with a soap powder sponsoring....Leon Navara is busy making a series of shorts for Warners in Brooklyn....Lillian Royce auditions for CBS today....They say that Mark Warnow follows Abe Lyman on the Wednesday "Hit Parade" in two weeks....NBCaster Nelson Case auditions for NBC as a—crooner.

● ● ● Pictures of radio stars will be put on exhibition next Monday on the mezzanine floor of the RCA building....Incidentally, the ice skating plaza will revert into a TENNIS court during the warm spell....WCKY presented Charles P. Taft, son of the former President, twice in two days....For the records: Arthur Boran, who was cut off the air at the Press Photographers' Ball Friday, because he mimicked FDR's voice, has White House permission to do so....Because the Professional Music Men's affair was a sell-out, next year's show may come from Yankee Stadium....Margaret Johnson, "Honeychile" with Bob Hope, may give up her singing with the Smith chorus and Esquire ensemble after Bob returns to the air for Woodbury from Chicago—the only hold-up in contracts is who's going to pay the line-charges.

● ● ● Peck agency preparing show with George Beatty and Ruth Etting working from a script by Jerry Devine....Lois Bennett gets the Waltz Time show with Frank Munn on Fridays. This will be permanent....Artie Auerbach's "click" on the Eddie Cantor show will develop into a build-up via these airings....Sammy Fain is working on a musical show while here....Maxine (16 years-old) Manners, has written a tune called "You Gotta Give in to Love" which Alice Faye has been trying to have 20th Century-Fox purchase for her next flicker....Maxine wrote "You're Slightly Terrific" which was in "Pigskin Parade."

Oppose Duffy Measure In Its Present Form

(Continued from Page 1)
right measure, which provides for U. S. entry to the International Copyright Convention.

Sidney Kaye, appearing for the National Association of Broadcasters, told the committee that the NAB was not hostile to the idea of the Berne Convention, but opposed entrance unless there were reservations. Multiplication of law suits would result, he said, if the U. S. adhered to the convention treaty alone. Radio, he stated, uses copyright material constantly, and the industry needs definite protection. "With television in the offing," Kaye concluded, "as well as other new developments, proper protection along copyright lines is essential."

John G. Paine, chairman of the board of Music Publishers Protective Association, went on record as being strongly opposed to the Convention. Paine opposed it from the creator's point of view, just as every other author's group in the country has done. Paine further characterized the proposed international entrance as dangerous and that "we must have publication as a condition precedent to copyright." The automatic copyright upon creation did not seem feasible to him.

On Tour
GLEN GRAY
and the
Casa Loma Orchestra
Management Rockwell-O'Keefe, Inc.
Radio City, N. Y. and Hollywood



EMMET LYNN, actor, has added two new shows to his list, "Young Hickory," NBC show, and "Modern Cinderella" at CBS.

Bob Andrews rumored returning to Chi to resume scripting of "Betty and Bob" and host of other air stanzas. Andrews has been on coast for several years with major film studios as a writer. Will office with Blackett-Sample-Hummert agency.

Ken Robinson becomes continuity editor of NBC here on April 15, succeeding Larry Holcomb, who goes to Manhattan as radio director of Fletcher & Ellis, Inc. Robinson, currently ass't continuity ed for NBC here, authors "Dan Harding's Wife" and "Adventures of Dari-Dan."

Olan Soule to Michigan over next week-end, Hugh Studebaker to Kansas City, Virginia Clark to Detroit, and Louise Blocki to French Lick.

Douglas Fleming, WCFL mikeman, played nuptial straight man to Marion Murray last week.

"Little White House" Disked

Kansas City — "The Little White House," musical program sponsored by Insured Savings & Loan companies of Kansas City, has been so successful that the J. O. Young Advertising Co., producers, have had it transcribed and sold to similar institutions for use over KVOO, Tulsa, and KFH, Wichita. Russell Morrison heads the cast of the show.

American Cereal on Yankee Net

Bridgeport—Frank Knight and Andy Jacobson's ensemble will inaugurate the Weetabix Salute for the American Cereal Food Products Co. over the Yankee Network on Monday, April 19 at 7:30 p.m.

Martin Block's "Job" Series

Martin Block will premiere his new series, "Do You Want A Job?" next Friday over WNEW from 9:30-10:30 p.m. Block will continue to conduct the daily sessions of the "Make Believe Ballroom" over the same station.



April 13
Greetings from Radio Daily to
A. L. Ashby

**CONSOLIDATED
RADIO ARTISTS, INC.**
30 Rockefeller Plaza, N. Y. CO. 5-3580
CLEVELAND • CHICAGO • DALLAS • HOLLYWOOD

*America's Leading Radio
and Dance Orchestras*

BAND OF THE WEEK

PAUL WHITEMAN
And His Orchestra
Drake Hotel, Chicago
WGN-Mutual Network

WITH THE ★ WOMEN ★

By ADELE ALLERHAND

ONE of the most comprehensive jobs in advertising belongs to Margaret Jessup of McCann-Erickson. . . . She started with the agency 7 years ago as account exec. . . . Was in charge of station relations and bought time until this winter when her varied occupations of casting, directing, auditioning, script-reading crowded all that out. . . . Is heartily in favor of the elasticity in organization set-up which makes it possible for her to do so many divergent things. . . . Was formerly attached to the advertising staff of "Parent's Magazine". . . . Liked that. . . . Adores what she's doing now. . . . Calls radio a creative business with a natural appeal for women. . . . Doesn't believe for a moment there's any male resistance to the femme invasion of the radio and advertising field. . . . If there is, she's never encountered it.

▼ ▼

Britannia rules the airwaves from 6 to 6:30 on Sunday when British Broadcasting's Polly Ward enters the American arena for the first time on Arnold Johnson's "1937 Radio Show". . . . Several agencies turning collectively speculative gaze on Irene Kuhn. . . . she'll go commercial pronto. . . . Ralph Sayers, sales mgr. of KYW, Philly, engaging in philo-progenitive philanthropy. . . . (dispensing ciggies to celebrate the appearance of a complete tooth in his four months' old son's mouth). . . . More juvenilia. . . . Mark and Adelaide Halley (she's the "Woman Reporter") are the parents of a baby girl. . . . Troupier Adelaide did a broadcast earlier that evening.

▼ ▼

Eleanor Wilson McAdoo to discourse on her autobiographical tome, "The Woodrow Wilsons," tonight on KFOX's "Literature on Parade" program. . . . Mildred Fenton, New Orleans vocalizing blonde, sends her voice over the ether nightly as part of a sustainer emanating from a local night spot, via WWL and WDSU. . . . WTNJ, Trenton's station, boasts the presence of pulchritudinous Dorothy Lawrence, the lass who conducts a handi-work exchange for shut-ins, on its "Twilight Hour". . . . Anice Ives, femme conductor of WMCA's "Everywoman's Club of the Air" to go network on the Intercity web, to be heard as usual on that station locally from 11:15 to 11:45 a.m. Monday through Friday, and on the chain for the last quarter hour, 11:30-11:45 a.m.

★ Coast-to-Coast ★

GRAVES TAYLOR and Carl George, whose "Vox Pop Junior" program which started over WGAR, Cleveland, last September under Curtiss Candy sponsorship, inspired many similar shows around the country, have broadcast from almost 200 schools since the series began. John F. Patt, g.m. of WGAR, originated the idea for the present sponsors. He also supplied data for KMBC's "Young America Speaks" program.

Charles (Doc) Maples, announcer at WMAC, Macon, Ga., resigned to become field representative for Mercer University.

Eddie Wise's "Hayloft Hi-Jinks," two-hour Friday night barn dance jamboree conducted by Wise for the past 2½ years over WEBQ, Harrisburg, Ill., draws more mail than any other sustainer on this station.

A new feature that is catching on fast at WEBQ, Harrisburg, Ill., is "Interesting Facts and Features," 3:45-4 p.m. daily except Sunday, giving news, weather, markets, missing persons and time signals.

Lewis Pierce, formerly of WIBG, Glenside, Pa., joins the announcing corps at WCAU, Philadelphia, replacing Claude Haring, who assumed a sports announcing post with the Ayer agency. Roger Griswold takes over Haring's WCAU sportcasts.

Details Completed For CBS Coast Plant

(Continued from Page 1)

space 200 x 260 feet, with space adjoining it reserved for future construction when television arrives, and for an additional auditorium theater if needed. Auditorium theater and master control and engineering department will be on first floor. Program department will have second floor.

Third floor will be for Columbia Artists, traffic department writers, etc. Fourth floor will be for sales department. Fifth for executive offices and audition rooms. Studios will be distributed over several floors. Building will be air conditioned.

Dr. Vern Knudsen, acoustical consultant, is inaugurating improvements expected to make this plant one of the most perfect anywhere. One of the innovations of studios will be use of larger studios for rehearsals, with arrangements worked out so that shows with audiences can work right up to the dress rehearsal without tying up theaters, of which Columbia will continue to use two off its plant, in addition to the one which will be included in its building.

E. K. Cargill, WMAZ president, has extended his gasoline-powered model airplane activities to the organization among Macon boys of a model airplane club. Cargill acts as Senior member and advisor.

"Red" Cross and Lew Kent have become the Personality Peepers for WMAZ with two sponsored quarter hours a week from Macon's busiest corner.

Lindle Moore, senior in the Harrisburg (Ill.) High School, is breaking in as relief announcer at WEBQ.

Donald Dickson, Sealtest Party's baritone discovery, signed by the Met for the spring opera season, appears May 3 in "Faust."

John Marsie, pop pianist, is a new sustainer over WELI, New Haven, Mondays at 5:45 p.m.

John Held, Jr., emcee of Pontiac's Varsity Shows, is reported to have been deputized to scout the U. of S. C. broadcast for talent to be used in an undergraduate film filmed by the cinematography class. This Friday's Pontiac show comes from U. of S. C., and the following week from U. of Okla.

WARREN GREENWOOD, chief announcer and publicity director at WMAZ, Springfield, Mass., is now the featured singer with Vic Curley's orchestra which broadcasts over WMAS on Saturdays.

Weeding "Professionals" From Studio Audiences

(Continued from Page 1)

ences. They sit on their hands and think it's sophisticated to withhold the reactions that make their presence useful to the artists working. Hereafter, issuance of tickets will come under new regulations to get them into new hands.

Theater Sells Time On Radio Broadcast

(Continued from Page 1)

several stations in this region. Norvell Slater, WHB announcer, was emcee, sharing the stage with Roy Kerns and Frank Bailey of KXBY and others. Following the initial airing, the KXBY Barn Dance has taken over the show.

ADOLF SCHMID

Conducting—Orchestration
INSTITUTE OF MUSICAL ART
JULLIARD SCHOOL OF MUSIC
New York City

ORCHESTRAS MUSIC

ROSELAND ballroom will have a WHN wire with a 9-9:45 broadcast on Wednesdays and a 9:45-10:30 airing on Fridays, except for those Fridays when commercials intervene. The broadcast on those nights will be at 9-9:45. Henry Biagini and his ork are the first musical aggregation to be aired under this regime.

Bridgeport's Coconut Grove Orchestra will have a WELI pick-up for a half-hour of music twice daily, effective this week. The 4:30 afternoon spot is being used tentatively, with a possible shift to evening sometime at the end of the month.

"American Caprice," a composition for piano and chamber orchestra, by Gail Kubik, a young Western composer, had its initial airing during the regular program of the Rochester Civic Orchestra, with Guy Fraser Harrison conducting over the NBC-Blue Network, from 4-5 p.m. yesterday. It was originally written for piano and string quartet five years ago and then rewritten last year in its present form.

Professional Music Men Inc. held their annual benefit Sunday night at the Alvin Theater before a record crowd. Jay Freeman and ork opened the show, to be followed by such outstanding music makers as Guy Lombardo and band, Shep Fields and his boys, Benny Goodman and his orchestra with Frances Hunt vocalizing, Duke Ellington, Rachel Carlay, Jack Waldron and Del Casino. The rather considerable profits were turned over to indigent professional music men.

Duke Harris and his Royal Men of Rhythm, a six-piece unit have been added to the Artists' Service Bureau, WEBQ, Harrisburg.

The Elizabeth Sprague Coolidge String Quartette will complete the series begun by the Pro-Arte String Quartette on April 14th and 16th from 8:30 to 10:15 over WQXR. The Pro-Arte String Quartette were called back to Belgium rather unexpectedly.

THE SONGBIRD OF THE SOUTH

KATE SMITH

A & P BANDWAGON

THURSDAYS

CBS NETWORK 8-9 P.M., E.S.T.

EXCL. MANAGEMENT TED COLLINS

★ F. C. C. ★ ACTIVITIES

SET FOR HEARING
Capitol Broadcasting Co. Inc., Raleigh, N. C. CP for new station. 1210 kc., 250 watts, daytime.

WSMB, Inc. New Orleans. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

Warren B. Worcester, San Diego. CP for new station. 1400 kc., 250 watts, 1 Kw. LS., unlimited.

L. Laurence Martin, Amarillo, Tex. CP for new station. 1120 kc., 250 watts, specified.

Western Union College, La Mars, Iowa. CP for new station. 1210 kc., 100 watts, 250 watts LS., unlimited.

Metropolitan Radio Service, Inc., Chicago. CP for new special station. 1570 kc., 1 Kw., unlimited.

Athens Times, Inc., Athens, Ga. CP for new station 1210 kc., 100 watts, 250 watts LS., unlimited.

Ohio Broadcasting Co., Stuebenville. CP for new station. 1420 kc., 100 watts, daytime.

Ohio Broadcasting Co., Marion. CP for new station. 1200 kc., 100 watts, daytime.

Ohio Broadcasting Co., East Liverpool. CP for new station. 1270 kc., 250 watts, daytime.

Ohio Broadcasting Co., Salem. CP for new station. 780 kc., 250 watts, daytime.

G. Kenneth Miller, Tulsa. CP for new station. 1310 kc., 250 watts, daytime.

ORAL ARGUMENT GRANTED
State Capitol Broadcasting Ass'n, Austin, Tex. To be held May 13, 1937.

Bay County Publishers, Inc., Panama City, Fla. To be held May 20, 1937.

EXAMINER'S RECOMMENDATIONS
WATR, Waterbury, Conn. CP to change frequency, power and hours of operation to 1290 kc., 250 watts, unlimited, be granted.

WCOP, Boston. Mod. of license to 1130 kc., 500 watts, limited until local sunset, be granted.

INCREASE IN POWER GRANTED
WJDX, Jackson, Miss., to 5 kw. daytime, 1 kw. night, unlimited.

KCMC, Texarkana, Tex., to 250 watts day, 100 watts, night, unlimited.

Don Lee Television Draws Coast Crowds

(Continued from Page 1)

Don Lee custom of using KHJ for the sound was given up, and the ultra high frequency station, W10XFZ was used, with pictures going out on W6XAO.

Power Failure Silences Stations

Springfield, Mass.—A power failure in the section of the city where the three radio stations are located prevented broadcasting for about 45 minutes Friday. WMAS and WBZA were without power for 45 minutes. WBZ in Boston was broadcasting, so its twin station here was covered. WSPR, which was to feed a program to the Colonial network, was silent only eight minutes. Its engineers rigged up an emergency battery equipment in time for the program to go on as scheduled.

Joins NBC Press Department

Percy Winner has joined NBC press department. He was formerly North American correspondent of Havas, French news service. Will handle regular staff assignments.

"Capt. Diamond" Fading

"Adventures of Captain Diamond", the Diamond Crystal Salt program heard Sundays on NBC-Blue, fades for the season on April 18.



BURNS AND ALLEN

General Foods (Grapenuts)
WEAF (NBC-Red network),
Mondays, 8-8:30 p.m.

Young & Rubicam

GOOD START IS MADE BY POPULAR COMEDY STARS IN NEW SPOT.

George Burns and Gracie Allen, members of the select class of radio entertainers who always give an entertaining performance, made a highly favorable start under the Grapenuts banner over the NBC-Red network from the west coast last night. They were in fine trim, knocking out their typical nonsense in one-two-three sure-fire fashion. Introductory material was good with the commercials unobtrusively slipped in.

Dick Foran, as the program's male vocalist, offered "Little Buckaroo" in a style that indicated he can be made an asset to the show, though he wasn't prominent in the initial script. Gracie also did an enjoyable song number, "My Baby Says It's So".

Orchestra, under the direction of Ray Noble, didn't distinguish itself in any way, but this is not such a vital point with the Burns and Allen fans.

EAST AND DUMKE

Kellogg Co.
WJZ (NBC-Blue), Mon., Wed.,
and Fri., 7:45-8 p.m.

Kenyon & Eckhardt

LIVELY PROGRAM OF MUSIC AND COMEDY SERVED IN SNAPPY TEMPO.

Ed East and Ralph Dumke, who won fame as the "Sisters of the Skillet", returned to WJZ last night in a sparkling batch of music and chatter, reminiscent of the type of stuff that boosted them to popularity some years ago. After a bit of opening cross-fire, they sang "One, Two, Button My Shoe" in lively fashion, then into a comedy sequence about "solving problems", in which they were assisted by a few supporting players, followed by an original song and a little more patter. Nothing specially outstanding about the program, but it's the type of cheery stuff that finds a pretty general welcome.

"SCIENCE PREPARES FOR AN ECLIPSE"

Special Event

WJZ (NBC-Blue network), April
10, 6-6:15 p.m.

FIRST OF EXPEDITION SERIES PROM- ISES INTERESTING THINGS FOR ASTRONOMY FANS.

Initial broadcast in a series of 14 planned by NBC in connection with the expedition to the eclipse included three speakers in Washington. A high naval official told of the work of the Naval Observatory and explained the aid provided by celestial phenomena in navigation. A director of the National Bureau of Standards discussed the scientific aspects of the event, while Dr. McNally

of Georgetown University gave other interesting information.

Broadcasts of the expedition at various stages promise to be highly interesting and instructive, especially to students of astronomy. Next program, from San Francisco on April 15 at 9 p.m. EST, will tell of the radio preparations for broadcasting the eclipse.

"THE FALL OF THE CITY"

Sustaining

WABC (CBS Network), April 11,
7-7:30 p.m.

POETIC DRAMA WITH LITERARY QUAL- ITY IS CHIEFLY FOR ERUDITE LISTEN- ERS.

This original blank verse play, written by Archibald MacLeish specifically for the radio, is something out of the ordinary. Its poetic qualities, however, will have to depend on the more cultivated tastes for full appreciation. The premiere presentation was aided by the fine performances of Burgess Meredith and Orson Welles in the principal roles. A cast of some 200 was employed for the playlet, which depicted an incident in an imaginary city about to be destroyed according to prophecy. There is intermittent running commentary by a sideline observer as he describes the action of the mob in the plaza. As his voice alternately fades out, the voices and commotion in the square fade in. Thus a semblance of action is achieved. Irving Reiss produced and directed the play.

It is an interesting experiment with undoubted possibilities, but restricted in appeal if highbrow stuff is used for subject matter.

"SINGING MICE CONTEST"

Special Event

WJZ (NBC-Blue network), April
11, 3:45-4 p.m.

HALF THE MICE WOULDN'T SING BUT ANNOUNCERS HAD A FAIR GAG TIME.

The national singing mouse contest, which had a mountain of advance ballyhoo, resulted in a sort of 50-50 affair. That is, about half of the mice weren't in a singing mood, so it was up to the announcers to fill in the gaps with some bright talk, which they did very nicely. Opening contribution in the contest came from Boston, where Thornton Burgess said a few words while the mouse was reluctant to chirp. Then to Chicago, which had several wide-awake entries and thereby won first honors. Memphis, the next stop, likewise had difficulty in producing rodent audibility, but Seattle fared somewhat better. So back to New York for some male vocal work, "Singing Mice," by Fields and Hall, after which the mouse audition winners were announced. The international singing mice contest is set for April 25, same time.

GUEST-ING

LEOPOLD STOKOWSKY, JOSE ITURBI, EUGENE ORMANDY and CHARLES O'CONNELL, conducting Philadelphia Orchestra in an hour's concert on Magic Key of RCA, April 18 (NBC-Blue, 2 p.m.).

JOEY NASH, set by Ben Lipset, on the Hammerstein Music Hall, April 27 (CBS, 8 p.m.).

DINTY DOYLE, on "Bill Wright, Vice President," April 22 (CBS, 3 p.m.).

EDWARD G. ROBINSON, in adaptation of GB film, "Thunder Over the City," on Kate Smith Bandwagon, April 29 (CBS, 8 p.m.).

FRED BRADNA, Ringling-Barnum equestrienne director, on Esquire program, today (WOR-Mutual, 8 p.m.).

GRACE GEORGE in "First Mrs. Fraser," on Bandwagon, April 22.

15 Stations Lined Up In Duco Disk Campaign

(Continued from Page 1)

KWK, on 20th; WJAR, on 21st; WHAM, KDKA and WLAS started yesterday. Four other stations will be added within a week. Campaign, placed by Batten, Barton, Durstine & Osborn Inc., runs for eight weeks.

Seek Insurance on Eclipse

NBC is dicking with Lloyds for insurance on the coverage of the June 8 eclipse from Enderbury Island, 7,000 miles from New York. NBC is anxious to at least get its traveling expenses back if poor visibility makes the broadcast impossible.

WHO Celebrates

Des Moines—More than 4,500 packed the Shrine auditorium Saturday to celebrate the 13th anniversary of WHO. The Iowa Barn Dance Frolic and extra entertainers provided the show. Col. B. J. Palmer, head of Central Broadcasting Co., spoke.

Patt and Carr "Neb. Admirals"

Cleveland—General Manager John F. Patt and Assistant Manager Gene Carr of WGAR have been made admirals in the navy of "The Great State of Nebraska," according to word just received here.

Presenting Prize Serial

"The Bravest of the Brave," \$1,000 first prize serial by Henry W. Lanier for NBC's Tenth Anniversary children's program contest last November, will have its premiere May 2 at 11:30 a.m. over the NBC-Red network. Program will be presented weekly thereafter.

Newscaster Assaulted

Joplin, Mo.—An unidentified man who said he didn't like the way Leonard Brown, WMBH newscaster, announced strike news, assaulted Brown Friday at midnight as he was leaving the station.



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 46

NEW YORK, N. Y., WEDNESDAY, APRIL 14, 1937

FIVE CENTS

New Disk Sales Plan

COURT ENDS FIGHT OVER SALE OF KTHS

Hot Springs, Ark.—Long fought battle over sale and proposed removal of KTHS from here to another site has finally resulted in a decision whereby the sale was declared valid by Chancellor Dodge. KTHS is affiliated with NBC and was sold by the Chamber of Commerce to Col. T. H. Barton, who also owns KARK, Little Rock. Barton is head of the Lion Oil Co.

When the outlet was sold by the C. of C., many public spirited citizens as well as the mayor rebelled against the city losing the station and the

(Continued on Page 6)

Sears-Roebuck Aims At Foreign Element

Philadelphia—Sears-Roebuck campaign to reach the foreign element, starting with a 15-minute daily news flashes in Jewish over WDAS here, will later be pumped to a foreign language station in New York and Brooklyn. Same pattern is being readied for Italian, German and Polish programs. Lavenson Bureau is the agency.

NAB To Take Action On Title Duplication

At its annual convention in Chicago the middle of June, the NAB will act on the problem of title duplication, according to word received from James W. Baldwin, NAB managing director, by WBNX, which recently filed protest with the broadcasters' association.

Meanwhile WBNX is dropping its "Rockets" show on Sunday "because other stations in the same service area are now doing the same job."

Rehearsal Audience

West Coast Bur., RADIO DAILY

Los Angeles—Though they are not called such, the Fred Astaire-Charles Butterworth NBC-Red network show for Packard is using studio audiences for the 11 to midnight Monday night dress rehearsals.

The idea is to use the audiences for checking timing on gags.

Opposes Berne Move

Washington Bur., RADIO DAILY
Washington—Declaring pending Duffy copyright bill makes adequate provisions for widespread expansion of radio, movies and magazine fields, Marvin Pierce, chairman of copyright committee of Nat'l Ass'n of Publishers, appeared before the Senate subcommittee on foreign relations yesterday and opposed entrance of the U. S. into the Berne convention.

PLANS ARE REVISED FOR NAB CONVENTION

Because the June 13-16 dates conflicted with the Pacific Advertising Club convention in Salt Lake City, dates of the NAB convention have been changed to June 20-23 and the event will take place at the Hotel Sherman in Chicago.

Convention schedule includes a golf tournament on the first day, broadcasting matters next two days,

(Continued on Page 6)

New Amplifying Device Is Introduced by W. E.

A new device, developed by Bell Telephone Laboratories, enabling stations to increase their double effective signal level without raising their input power or increasing their licensed carrier power, is announced by Western Electric Co.

In the past it has been necessary

(Continued on Page 6)

Wattage Tax on Stations Proposed by Comm. Payne

Show Cause Order Issued In Dispute Over WJBW

New Orleans—Civil District Court yesterday refused Southern Broadcasting Co. lessors of WJBW, temporary injunction restraining the owner, Charles Carlson, from interfering with station operation, but ordered Carlson to show cause Friday why preliminary injunction should not be issued.

Distribution of Platters Through 29 Regional Exchanges on Flat Fee Basis Launched by New Firm

DON LEE WILL GIVE MUTUAL PREFERENCE

West Coast Bureau, RADIO DAILY
Los Angeles—Though reported that the Don Lee network had worked out an agreement with Transamerican Broadcasting & Television Corp. whereby the Coast web would accept live talent and transcription shows (commercials) from Transamerican, Lou Weiss, general manager of Don Lee chain, stated he would not do anything along these lines which would in any way embarrass Mutual Broadcasting System.

Don Lee, affiliated with Mutual since December 29, has a permanent wire, both commercial accounts and sustainings being on the line fairly continuously. According to Weiss, there is no intention to do otherwise

(Continued on Page 6)

Radio News Men Meet In Chicago April 24-25

Chicago—Regular meeting of the executive committee of the Association of Radio News Editors and Writers has been called for April 24-25 at national headquarters, 360 North Michigan Ave. here. It is understood the committee will take up the question of a permanent constitution and by-laws, and again vote

(Continued on Page 6)

Unique and comprehensive merchandising method of marketing electrical transcription program series to stations has been worked out by a newly organized group from the motion picture field who for the first time will apply the showmanship and business methods found successful in the distribution and exploitation of films.

New organization, called Universal Radio Corp., headed by Herbert R. Ebenstein and Harold C. Hopper, recently acquired one of the largest transcription studios in Hollywood

(Continued from Page 3)

SOAP BUSINESS LED CBS FIRST QUARTER

For the first three months of this year, soap manufacturers' radio expenditures on CBS increased 119.3 per cent over the same period last year, a breakdown of CBS gross revenues reveals. Next largest increase, 63.9 per cent, came from the food companies. Other industries which in-

(Continued on Page 2)

Phillips Petroleum Co. Gets Control of UBC

Phillips Petroleum Co. now controls United Broadcasting Co., according to report filed by the latter concern with Securities and Exchange Commission, just made public by the N. Y. Stock Exchange. Phillips on

(Continued on Page 6)

Time Record

Chicago—When Marshall Field's "Musical Clock" celebrates its seventh birthday tomorrow over WBBM, Miss Halloween Martin, the announcer, will have served seven years on one program, under one sponsor, airing 12 hours a week. If this isn't the world's record time total for a program and announcer, Miss Martin wants to know.



Vol. 1, No. 46 Wed., Apr. 14, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher
DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicote, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicote, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk and Verne Bailey, 6425 Hollywood Blvd. Phone Granite 6607. Application for entry as second-class matter is pending.

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FINANCIAL

(Tuesday, Apr. 13)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	169	168½	168¾	— ¾
Crosley Radio	22¼	22	22¼	+ ¼
Gen. Electric	55¼	54½	55	+ ½
North American	27¼	26	27	+ ½
RCA Common	11½	10¾	10¾	— ½
RCA First Pfd.	74½	74½	74½	+ 1
RCA \$5 Pfd. B.	(98 Bid)			
Stewart Warner	18½	17½	18½	+ ¾
Zenith Radio	32¼	32	32¼	+ ¼

NEW YORK CURB EXCHANGE

Hazeltine Corp.	4¼	4¼	4¼
Majestic	3½	2½	3
Nat. Union Radio	3½	2½	3

OVER THE COUNTER

CBS A	56¾	58¾
CBS B	56¼	58
Stromberg Carlson	15¼	16¼

WINS Extends Time

WINS, owned and operated by Hearst Radio, Inc., effective May 1, will increase its broadcasting day to 10 p.m. At present station is signing off at 9:45 p.m. Added 15 minutes will probably be devoted to dance music.

Kahn Handling Publicity

Chicago—Bob Kahn, account executive of the Dade B. Epstein Agency here, also is handling publicity for radio stars. Among his clients are Anne Seymour, Gale Page, Betty Winkler and Fayette Krum.

Millet-Jackson Wedding Bells

Arthur Millet, CBS announcer, was married to Helen Jackson of the "Blue Flame" trio last Sunday.

JOSEF CHERNIAVSKY

"The Musical Cameraman"

Presented by

1847

ROGERS BROS.

Every Sunday at 4:30 p.m., EST
 Coast-to-Coast Red Network-NBC

CBS Gross Billings by Industries First Quarter Comparison

Industry	1936	1937	Change Per Cent
Automotive	\$734,597	\$959,069	+30.6
Cigars, Cigarettes, Tobacco	669,370	960,754	+43.5
Confectionery, Gum, Ice Cream	419,060	299,730	-28.5
Drugs and Toilet Goods	1,523,746	1,466,594	-3.8
Financial		138,140	
Food and Food Beverages	1,083,138	1,775,291	+63.9
House Furnishings	87,291	27,322	-68.7
Lubricants, Petroleum Products	489,715	504,759	+3.1
Machinery	36,990	53,475	+44.6
Office Equipment	256,300		
Paints, Hardware	34,640		
Radios	179,486	196,820	+10.0
Schools		2,207	
Shoes, Leather Goods	30,370		
Soaps, Housekeepers Supplies	248,992	545,982	+119.3
Stationery, Publishers		67,155	
Travel and Hotels		30,450	
Wines and Beer	45,465		
Miscellaneous	143,391	174,905	
Grand Total	\$5,982,551	\$7,202,653	+20.4

Soap Business Led CBS First Quarter

(Continued from Page 1)

creased on the CBS web were tobacco 43.5 per cent; automotive 30.6 per cent and machinery 44.6 per cent. The heavy spending of Lever Bros. for Rinso, Spry, Lifebuoy and Lux soap was directly responsible for the large increase in the soap field. Continental Baking's five day a week program helped to hoist the food account advertising. Luckies and Philip Morris cigarettes are new tobacco accounts CBS did not have early last year. CBS increased its rates about 9 per cent as of last January on all new accounts signed by the network, and this fact no doubt accounts for some of the increases reported.

In dollar volume, the food column leads with \$1,775,291; drugs and toilet goods follows with \$1,466,594; tobacco, third, with \$960,754; automotive, fourth, with \$959,069 soap, fifth, with \$545,982.

Despite the rate increase on some accounts the drug and toilet goods columns fell off 3.8 per cent. No beer or wine is now being advertised on CBS. The reason for nothing being listed in the office equipment column is due to Remington Rand dropping the "March of Time" sponsorship which is now sponsored by Time and listed under publishers. Cooks is the advertiser listed under travel.

Complete breakdown appears on this page.

Star Radio Signs KMO

Star Radio Programs, Inc., has added KMO, Tacoma, to its script folio feature. The folio, in addition to commercial announcements and musical introductions, contains seven half-hour musical programs into which a station program director can build his own showmanship.

Newcomer on Ford Show

Carolyn Urbanek, newcomer to the air, has been signed as a soloist for the new Rex Chandler broadcasts beginning Saturday over CBS, 7:30-8 p.m. Program, sponsored by Ford Motor Dealers, begins its new series on same date.

New Kate Smith Show Will Plug Two Products

When the new Kate Smith full-hour variety program takes the air sometime before next Christmas, the program will be under the joint sponsorship of Calumet Baking powder and Swans Down Cake Flour, both General Foods products handled by Young & Rubicam.

Sponsor is now negotiating for time and it seems that CBS might have a chance to garner this program if they can deliver a choice period. General Foods for sometime has only used NBC networks for its programs.

With this latest talent deal set General Foods now has under contract Jack Benny, Robert Ripley, Burns & Allen, Stoopnagle & Budd, in addition to Kate Smith. Roy Wilson of Wilson, Powell & Hayward was the agency contact in the Kate Smith-General Foods deal.

Food manufacturer currently has six programs on the air over NBC networks exclusively, four are handled by Young & Rubicam, two by Benton & Bowles.

Bill Davis on 6-Month Leave

Norfolk—Bill Davis, operator for WTAR, has left suddenly on a six-month leave of absence from the station to sojourn to Phoenix, Ariz. Asthma has been bothering him for some time and colds this winter have made this treatment necessary. Elmer Pritchett is replacing Davis.

Edward Wallace Marrying

Philadelphia — Edward Wallace, production director of WIP, Philadelphia, will be married June 21 to Gwen Ross of Grand Island, Neb., at the Little Church Around the Corner in New York.

Mrs. Martin Johnson Audition

Clark H. Getts agency, in conjunction with Lloyd E. Chute, have prepared a program starring Mrs. Martin Johnson and will audition it on Friday.

George Reid Joins WMCA

George Reid, formerly of WLWL, has joined the WMCA announcing staff.

COMING and GOING

DEWEY H. LONG, sales manager at WBT, Charlotte, N. C., is in Chicago on a business trip.

JACK LATHAM of Young & Rubicam and BYRON PETTIT of Gulf Oil Corp. have been in San Antonio conferring with Hugh A. L. Halff, manager of WOAI, about a new summer program series.

ARTHUR KEMP of Radio Sales leaves town today for a Chicago trek.

H. J. BRENNEN of WJAS is in New York.

ANDRE KOSTELANETZ flew to Cleveland on a United Airliner Monday.

RICHARD CROOKS with MRS. CROOKS, E. R. LEWIS, treasurer of the Met. Opera and WILFRED PELLETIER, the conductor, flew to Cleveland yesterday.

DAILEY PASKMAN, special representative of E. B. Marks music publishers, leaves for Hollywood this month.

WILLIAM WIEMANN, general sales manager for Marks, en route to Denver and other cities, will return May 1.

WILLIAM CAREY DUNCAN, composer, who was here for music conferences, returned to his home in North Bloomfield, Mass.

J. FRANK ALBERT and MRS. ALBERT left New York for their home in Sydney, Australia, via Hollywood. Albert is a music publisher there.

HARRY RICHMAN and his accompanist, JACK GOLDEN, sail for England today on the Normandie.

GEORGE D. LOTTMAN flew to the coast yesterday to discuss business with Jack Robbins on the MGM lot, and also look over his Hollywood offices.

JOHN W. NEW of WTAR, Norfolk, sales head, headed for Baltimore and Washington again this week.

ERIC SIMON, newly appointed European representative for concert talent of the NBC Artists Bureau, sails from New York today on the Normandie to promote the appearances of American artists abroad and arrange for American visits by foreign artists.

Coming Events

April 17: Second Annual Radio Show, Shrine Auditorium, Los Angeles.

April 20-23: American Newspaper Publishers' Ass'n annual convention, Waldorf-Astoria, Hotel.

April 24-25: Association of Radio News Editors & Writers executive committee meeting, 360 North Mich. Ave., Chicago.

April 26-28: Association of National Advertisers, semi-annual meeting, Hot Springs.

April 29-May 1: 20th Anniversary Convention of the American Association of Advertising Agencies, Greenbrier Hotel, White Sulphur Springs, W. Va.

May 2-9: National Music Week; David Sarnoff, chairman.

May 3-5: Eighth annual institute for education by radio, Ohio State University, Columbus, O.

May 10-12: Institute of Radio Engineers Silver Anniversary Convention, New York.

May 14-30: Syndicate Professionel des Industries Radioelectriques 14th Annual Salon, Palais Neo-Parnasse, Paris.

LEO SAYS:

Tonight's Best Bet:
 CURRENT HISTORY EXAMS
 from 8 to 8:30 P.M.

WHIN DIAL 1010

affiliated with M.G.M. LOEW'S





WHEN Burns and Allen switched from Campbells Soup to Grape Nuts Monday night, they switched announcers, too, and went from Ken Niles to Wen Niles, his brother. To avoid confusion in names, Young & Rubicam changed Wen's name for the program to Ronald Drake.

Jack Mulhall was signed Monday to head a cast of players for a new dramatic series which KFWB will start April 23, under sponsorship of Hudson-Terraplane. Series will be known as The Experiences of One Million Men. Account was placed direct, with Harry Maizlish, station's manager, responsible for the sale.

Dr. Clinton Wunder returns to KFAC, with his Woman's Home Council, for a daily half hour program on Mondays.

As a result of last Tuesday's election, which lifted the long clamped lid on Sunday dancing, KEHE and Orange net worked fast, signed Ted Fiorito and Sterling Young bands for Sunday spots.

Mertens & Price announce the sale of Sunday Players for 26 weeks, to Fairland Development Co., E. Orange, N. J. Fred C. Mertens, president, has jumped from Kansas to Atlanta to audition the Sacred City series, and Charles E. Meredith, eastern rep, has gone to Washington on behalf of the firm's latest series, the American Kitchen.

Frederick Norman, operatic tenor whose California concerts got unusually good notices, has been signed for a Friday afternoon series of concerts on KMPC.

Eddie Cantor will be Rubinoff's first guest when the Chevrolet program starts airing from the Coast on the 18th. Rubinoff will play a medley of Cantor hits.

When "Showboat" moves to the coast Charlie Winninger returns to it to play the character he created. It is expected that several new personalities will be added to the cast.

Jack Warner of the film clan and Edna Cantor of the five Cantor girls will appear in Friday's Pontiac Varsity show from the U.S.C., where both are students.

New NBC Thesaurus Biz

New subscribers to the NBC Thesaurus are WIBA, Madison, and KPQ, Wenatchee. Renewals have been received from WSOC, Charlotte, N. C. and CKSO, Sudbury, Ont.

1	9	3	7
SUN	MON	TUE	WED
4	5	6	7
10	11	12	13
16	17	18	19
20	21	22	23
24	25	26	27
28	29	30	

April 14
Greetings from Radio Daily to
Bill Green

NEW DISK SALES PLAN WILL EMPLOY EXCHANGES

(Continued from Page 1)

and some of its recorded episodes have already been tried and tested by outlets around the country that sold the different serials commercially and forwarded enthusiastic reactions. Choice Hollywood talent is used throughout.

ET distribution method currently finds itself somewhat like the motion picture producer and his distributing drawbacks years ago, Ebenstein believes, and with this in mind, Universal has worked out a system of exchange centers in 29 key cities which will handle the disks the same way films are distributed, each series of 13, 26, or even 130 episodes from 5 minutes to half-hour shows will have a franchise with it which will protect the station buying it within the coverage area and according to the outlet's power.

Exploitation campaigns for each series will be supplied, both from publicity and advertising angles by the nearest ET exchange. Disks will be rented on a flat fee basis, worked out according to station's location, power and protection it desires. Majority of the series will be scripts plus a little non-copyrighted music; other features are musical of public domain variety and others with pop releases are being done in a manner to avoid becoming obsolete within a reasonable period. One of the most popular features tested proved to be musico-dramatic serials of not too heavy a nature.

Whether station uses the serial as a sustaining or sells it commercially, makes no difference to Universal in so far as its price is concerned. No "library" angle is involved in connection with its product. While some series are available for the summer months, URC will get out a Year Book showing what will be available for Sept. 1, info being exact as to variety of talent, length of episodes, style, what music used and all exploitation that goes with each show. Also the price as it concerns the various stations in question.

No sponsors will be contacted for sales, rather agencies, and stations direct. Universal's plan also includes a buildup for the outlets along with its shows. In the event an agency wishes to buy a show for a client it will have, to name its stations scheduled for time and through the nearest exchanges U.R.C. will supply the show to the outlets and ascertain and straighten out confusions if any. Universal itself will go heavy on exploitation of all the shows it produces and virtually prepare a market for it with the listening public. Numerous other unique angles are also on tap.

New Organ for KCKN

Kansas City, Kas.—KCKN is installing a new \$1475 Hammond Electric organ. The instrument is the latest type and is equipped to provide full orchestral and sound effects.

Scripts, Scripts, Everywhere !!!

BUT

DO THEY DO A SELLING JOB???

OR, do they just "look good" and have some guy with a "big name" writing them?

WELL, YOU CAN'T ARGUE WITH FACTS!

Radio must have news scripts that above all else DO A SELLING JOB FOR THE SPONSOR ON YOUR LOCAL RADIO STATION.

VAN CRONKHITE ASSOCIATES, INC., have built, tested and now have on the air radio news scripts that—

1. are fresh, novel and unsurpassed in entertainment value;
2. insure economy in production (one announcer);
3. are expertly written by radio writers (not newspaper writers);
4. meet the need of both large and small stations for an instantly sponsorable program;
5. have done and WILL CONTINUE TO DO a whale of a SELLING JOB for your advertiser.

"IT'S A FACT!" is the newest news script. It went on the air yesterday over a score of local stations. It is a program composed of the intensely interesting oddities in the daily news.

"IT'S A FACT!" meets every requirement of the perfect radio news script.

**The Cost Is Amazingly Low
so Write or Wire Now.**

Also Available in German, Italian, Jewish and Polish

THERE IS NO SUBSTITUTE for EXPERIENCE

Van Cronkhite Associates Inc.

360 N. Michigan Avenue, Chicago
State 6088

NEW BUSINESS

Signed by Stations

WMCA, New York

Carl H. Schultz Corp., Brooklyn (celery tonic), Nick Kenny's Children's Parade, Saturdays, 26 weeks, through Humbert & Jones; Dudley Lock Corp., 26 5-min. disk broadcasts, "Criminals at Bay," through Bacheneimer, Dundes & Frank; Charles Martel (bridge), 15-min. "Bridge Flashes," Sundays, 13 weeks; Washington State Apples, 21 daily 100-word spots, through J. Walter Thompson Co., San Francisco.

WIP, Philadelphia

John F. Betz (brewers), six-day bike races, Arena, April 26-May 1, with "Stoney" McLinn at mike; The Great American Service (detective agency), 15 mins., Thursdays, through S. S. Cantor Agency.

WTAR, Norfolk

Southern Breweries, signed for second year, 5-min. daily baseball scores, starting April 17, preceded by two 10-min. shows.

WOAL, San Antonio

Gulf Oil, Houston, 2 weekly SP, through Young & Rubicam, New York; Petrotex Chemical Co. (Ranger Insecticide), Gladewater, Tex., 3 weekly SA; Durkee Famous Foods, Chicago, 52 SA, through C. Wendell Muench & Co., Chicago; Colgate-Palmolive-Peet (Crystal White Soap), Cincinnati, weekly SA, through Benton & Bowles, New York; Street & Smith Publications, New York, 3 weekly SA; Lever Bros. (Spry), 4 weekly SA, through Ruthrauff & Ryan; American Tobacco (Roi-Tan), 7 weekly TA, through Lawrence Gumbiner Agency, New York.

WOR, Newark

Clemons Inc. (men's clothing), beginning April 19 for 13 weeks. 6:30-6:45 a.m. daily. Early Bird program, through Neff-Rogow; Pearce R. Franklin (political campaign), four 15-min. talks. Director M. P. Duffy (political campaign), three 15-min. periods; Western Growers Protective Assn., 50 word live spot announcements for four days, through J. Walter Thompson.

Los Angeles

KEHE: General Paint, 13 weeks, disks, through R. C. Walter Agency. KFI: Washington State Apples Inc., six 3-min. spots in Agnes White's participating program, California Kitchen, through J. Walter Thompson agency, San Francisco P. & G. (Crisco), 52 one-min. disks, through Compton Adv'g Co., N. Y. KECA: O. M. Tablets, Pasadena, 26 15-min. disks of King Cowboy Revue, through Lou Sterling & Associates. KMPC: Dictograph Products (Acousticon), half-hour Sundays, 3 months; Golden State Outfitting Co., daily hour by Beverly Hill Billies, through N. J. Newman Agency.



● ● ● As reported here last week, Jerry Cooper leaves next month for the coast—and the emcee spot on "Hollywood Hotel"....Eliseo Grenet, Cuban composer, now conducting the band at the Yumuri Club, is slated for a repeat performance on the Vallee hour....Harold Davis, former CBS page and baton-wielding son of Sly Eddie, has been made assistant to James Kane of the night staff in the press dept....Inasmuch as Al Goodman remains here when Show Boat goes west, the band stand will be occupied by Leo Forbstein's boys. He's musical director of Warner Brothers....Maestro Harry Salter is on the look-out for a femme vocalist—but she must have a very distinctive style of her own....Lovely Lillian Gilman has been signed with Universal pictures to do a series of two-reelers....They are calling Walter Fleishman and Harry Davies the "Potash and Perlmutter" of the publicity business....NBC and CBS' "Your Hit Parade" will remain until the end of the year....Tiny Ruffner's first show on the west coast will be the Al Jolson program April 20.

● ● ● Yesterday's Jell-o audition with Henry Hull, Miff Mole's band and Ray Perkins in the Georgie Price spot, went through great and the agency gave a high recommendation to the client....The record will be played today for the latter and definite decision will be forthcoming....With special permission from Phil Lord, his director, Vic Knight, handled the audition, which was swell....Hull repeated the sketch he recently did on the Vallee hour, "The Harp"....Perkins' sudden replacement of Price was caused by the latter not thinking that the comedy was suited to his talent....Humor supplied from a script written by Mel Aaronson and Howard Blatteis.

● ● ● Permission to make public appearances on the stages of New York theaters will be granted (Baby) Rose Marie from the Mayor's office within ten days....This will mean Big-Time at the Loew's State for the singing lass....Incidentally, Rose Marie and her pappy, Frank Curley, after driving from Jersey to entertain at the Press Photographers' Ball, were refused admittance by some underling....It was Adelaide Klein who played the "voice of the dead woman" on Archibald MacLeish's "Fall of the City" show last Sunday....Mike Riley goes to the Meadowbrook the 20th....Thelma White and her Melody Men open at the New Kenmore the 24th for two weeks and then to the Cleveland Exposition..

● ● ● The City of Buffalo will run a Monster Radio Show April 29, hiring top-notch names for the city's joint-charity benefits....Arthur Boran will be emcee....Jane Froman, Tom Howard and George Shelton, Fran Crumit and Julia Sanderson, Stoopnagle and Budd and also Walter O'Keefe, will be paid for this engagement....Patricia Ryan is the first air name booked for the Number One Bar....Alex Templeton's contract has been renewed at the Rainbow Room for an indefinite period.

● ● ● Joey Nash with Ray Sinatra's 17-piece band, Mary Eastman and the Modernaires, auditioned at CBS the other day a half-hour show....Frank Cooper, radio director for Curtis and Allen, will marry a non-pro. Sylvia Fisher, May 20....Hazard Reeves and Lew White have produced a one-reeler along the "Community Sings" idea, calling it "Your Song Parade" which features Lew at the organ, vocalist Maxine Gray and Irving Kaufman...

GUEST-ING

RICHARD BENNETT, on Rudy Vallee Hour, tomorrow (NBC-Red, 8 p.m.).

SHIRLEY BOOTH and NANCY McCORD, on James Melton's Seal-test Party, April 17 (NBC-Red, 8 p.m.).

ROCHELLE HUDSON and ROSCOE KARNs, with Joe E. Brown in "Alibi Ike," on Lux Radio Theater, April 19 (CBS, 9 p.m.).

BEALE STREET BOYS of Memphis, ALMA TURNER and SONNY WOODS, on Louis Armstrong program, April 16 (NBC-Blue, 9 p.m.).

BOB FELLER, CARL HUBBELL, ALBERT SPALDING, SPANISH MARIMBA BAND and COSSACKS MALE CHORUS, on Joe Cook Shell Show, April 17 (NBC-Red, 9:30 p.m.).

MITZI GREEN, on Leo Reisman's Schaefer Nine O'clock Revue, April 18 (WOR, 9 p.m.).

MARIO BRAGGIOTTI, on Matinee Frolic, today (WINS, 4:30 p.m.).

N. T. GRANLUND, on Harry Hershfield's "Kabibble Kabaret", today (WINS, 6:15 p.m.).

KIRSTEN FLAGSTAD, on Ford Sunday Evening Hour, April 25 (CBS, 9 p.m.).

HARRY RICHMAN, TRUMAN H. TALLEY of Fox Movietone, FRANK CAPRA, BOB RISKIN, SKEETS GALLAGHER and others will be "Gangplank" interviewed by Martin Starr on the Normandie before sailing today (WMCA, 10:45 a.m.).

"Halligan Demitasse" Leads Mail at WMT

Cedar Rapids — "Halligan's Demitasse," Sunday 5 p.m. program over WMT, Cedar Rapids-Waterloo, is a leading mail-getter, piling up 5,000 letters in the last two months.

Peggy Fuller, pianist, is featured on the show. Idea of the program is to play all the pieces requested without knowing what is to be next on the list. Letters are picked at random from the mail bag by Allan McKee and Bill Brown, and if Peggy can't play the song that is requested, the sender receives a three pound can of coffee from the sponsors.

All of the 5,000 letters have been requests for songs with titles in Italian, French, German, Spanish, Bohemian and some "off" brands of English being submitted for the program.

Pall Mall Program Starts

Pall Mall cigarettes will make their air debut at 6:35 p.m. today on WEAf, sponsoring Ford Bond in a 26-week series of sports and baseball news. Compton Advertising Inc. is agency for the sponsor, American Cigarette & Cigar Co.

Nat'l Ice Signing Off

The Gladys Swarthout-Frank Chapman show sponsored by National Ice Advertising on the NBC-Red network, Sundays, 10-10:30 p.m., signs off May 9.

WITH THE ★ WOMEN ★

By ADELE ALLERHAND

MARIANNE COWAN, pocket edition radio star, has just signed with Rockwell-O'Keefe with a view to pix-making....Kay Hamilton, WIP chanteuse, upon completion of her three movie shorts with Hal LeRoy, bustling about in preparation for next month's coastward trek to do a feature flicker for Warner freres....Hollywood Restaurant's evening star, Alice Dawn, returns to a major network for quondam sponsor....The series to be etherized in May....Sharri Kaye's departure for Boston occurred yesterday instead of Monday....the reason, she was pow-wow-ing with screenie scout....Hollywood sees her sometime within the next month or two....

▼ ▼
Yvette Rugel, musicomedienne, has just been signed to sing on the Sid Gary program over WIP...."Pretty Kitty Kelly's" cast have opened well-coming arms to Elaine Melchior who's just joined them....Program directress Shirley Hosier has taken to bowling with the lads on WTAR, Norfolk....they've ambitious plans for a team....Edna June Bump of WOAI, San Antonio, busy unearthing guest stars for her "Musical Missionaries of Good Will"....Peggy McHale, sec to Jack Hammann, national sales rep of NBC in Philly, and Betty Dickert, who functions in the same capacity for Leslie Joy, KYW stations manager, are untrue to type---ing these days....They're co-authoring an ether blood-curdler titled "Massy Harbison" for the Philadelphia Club of Advertising Women broadcast....

▼ ▼
Kellogg's Monday night Waldorf shin-dig for "Sisters of the Skillet" found Radio Row going East & Dumke....Irene Wicker, (Singing Lady) went terpsichorean with numerous swains, Milton Cross, announcer-dignitary, TRUCKED....The Messrs East & Dumke were accompanied by their respective and decorative wives....Kathryn Cravens, Rudy Vallee's brother Bill, Helen Dix, Earl Ferris, Nick Kenny, Dinty Doyle, John Kane, MCA's Lou Mindling, Edgar Bergen, June Aulick, Charles Pooler and Joe Glaston all looked as though they were having fun....

CLAUDE SWEETEN



"THE SUPPER CLUB"

Sustaining

WHN, Mondays, 8-8:30 p.m.

BLUES SINGER HAS PLEASING VOICE BUT SHOW LACKS IN PRODUCTION END.

With Irving Aaronson directing his band through a program devoted entirely to dance tunes, program attempts to create club atmosphere, but falls far short of its goal. Needs plenty of good arrangements and varied bill to amount to anything. As it stands, tunes bore after first few minutes, and the announcer's windy explanatory remarks before each selection do not help the situation. Marion Melton, blues singer, was most impressive. Miss Melton has a pleasing voice and delivery, but also suffers from poor arrangements. Program was void of any interest holding pace, and lacked appeal.

"BILL, THE FISHERMAN"

Sustaining

WNEU, Thursdays, 8-8:15 p.m.

FISHING INFORMATION AND CHATTER OF INTEREST CHIEFLY TO MEN.

Presented with the cooperation of the New Jersey Fish and Game Commission and other piscatorial organizations, this spring and summer series holds much interest for men who like to fish. Favorite local spots, including the Jersey coast, Sheephead Bay and Montauk Point are discussed, combining information with chatty stuff. Aim of the program is to promote sportsmanship, law observance and appreciation of the work of the fish commissions to stock and conserve the various fishing spots.

When and where to go, handling the rod and reel, and other helpful hints are included.

ORCHESTRAS - MUSIC

EDDIE ELKINS and Ork will replace Vincent Lopez at the Astor on Monday. That hostelry has consented to release Lopez in order that he may fulfill radio commitments on the coast. He'll broadcast from there with the Nash "Speed-show" after April 24.

Latest swingsters to hit the ether trail are Buddy Hayden's bandsmen who put on a top-rating performance over WTAR, Norfolk, last week, for their initial broadcast.

Eddie Bonnelly, WIP batonist, has just returned from Florida and is engaged in readying another band intended for a local glitter-spot.

"Meet Me in the Moonlight," fast-moving ballad which Jerry Vogel is publishing, is of Italian origin, and a big Continental hit under the moniker of "Three Little Words." Because that name conflicted with the popular ditty here of that title, Vogel had the lyric rewritten and adapted to the moonlight idea.

The University of Cincinnati reported its greatest dance attendance on record at Monday night's dance. The student body turned out to hear Glen Gray and his musicians, who were featured at the fiesta.

The new Eddy Duchin folio, containing 12 Standard favorites, in the original manner and as arranged by Duchin, offers something new and refreshing in the way of song presentation. The ditties range from "Avalon" through "Madelon" of war-time

memory and "Pretty Baby." Remick is the publisher.

The Rambling Cowboys of WOAI, San Antonio, are provided with automobiles, trailer, P.A.'s and appropriate costumes for the Texas Quality Network program, a Gulf Oil Corp. broadcast.

Dick Ballou, musical director of the East and Dumke series over WABC, is making his own orchestrations in the "Waltz in Swingtime" manner.

For the first time in the history of National Music Week, which will be observed for the fourteenth consecutive year, May 2-May 8, the Honorary Committee of Governors, of which the President of the United States is chairman, will be 100 per cent complete. In former years one or more governors had delayed endorsing this cultural activity. David Sarnoff, president of RCA, is chairman of the Music Week committee. C. M. Tremaine, founder of the idea, is secretary for the fourteenth consecutive year.

KDKA, Pittsburgh is scheduling a new series of programs for Allegheny Tablelands string bands, to start May 1 at 1:15 p.m.

LOUIS ARMSTRONG

AND HIS ORCHESTRA

Fleischmann's Yeast, Fridays, NBC Blue, 9 P. M.

At Paramount, New York
JOE GLASER, PERSONAL MANAGER
ROCKWELL-O'KEEFE, INC.

COMMENTS On Current Programs

Paul Whiteman

Originating in the Gold Coast Room of the Drake Hotel, Chicago, Paul Whiteman is airing via WGN and Mutual network several times weekly. Band has added a few new men as to the instrumental angle and two popular singers, Jimmy Brierly, lyric tenor, and Linda Lee. As usual, Chicago announcers sell like nobody's business and lend to a sustaining all possible dignity. Band itself was never better, revealing top-notch dance arrangements and rhythm, with Jack Teagarden handling the vocal for the lowdown tunes, further abetted by brother Charles and Frank Trumbauer for the swing stuff. Whiteman, without interference, always provides an excellent show. Incidentally, it is a rich break for Mutual.

Josef Cherniavsky

Inspired by the film, "Lost Horizon," Josef Cherniavsky composed and conducted a musical tribute of the same title on his Sunday program of The Musical Camera over the NBC-Red network at 4:30 p.m. Dramatized episodes from the picture combined with the music to make it a stirring tableaux. A dynamic arrangement of "St. Louis Blues" was another highlight item on Cherniavsky's always enjoyable program.

Professor Quiz

Despite the flood of question-and-answer programs that followed in the wake of Professor Quiz, the old professor manages to keep head and shoulders above his contemporaries in the same line. In selection of questions, the way they are put to the contestants, the entertaining by-play in which Arthur Godfrey takes part, and in the efficient general handling of the entire show, Professor Quiz outshines them all. On last Saturday's program over CBS at 8 p.m., the professor added a little different touch by having contestants read tongue-twisting sentences.

"BARON MUNCHAUSEN"

JACK PEARL

RALEIGH and

KOOL CIGARETTES

WJZ-10 P. M. E.S.T.—Friday
NBC Network

Dir.: A. & S. LYONS, Inc.

F. T. C. CASES

Cease and Desist Orders

Nash Motors, Chrysler, Graham-Paige, Hudson Motor, Reo, Packard, Commercial Credit, Commercial Investment Trust and Universal Credit Corp. have agreed to cease and desist from using or furnishing to authorized dealers any advertising matter in which the expression "6 per cent" is used, without equally prominent use, in direct conjunction therewith, of explanatory language making it clear that the "6 per cent" does not refer to or indicate 6 per cent per annum simple interest.

All-Request Disk Show Gets Record Response

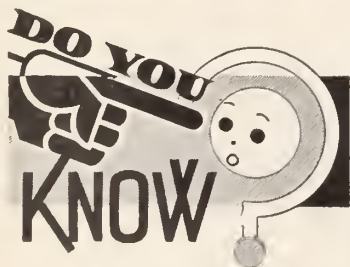
"The Celebrity Club," all-request program of popular recordings, heard four afternoons weekly over WFAS, White Plains, has established an all-time high for responses to a single feature at the Westchester station. Over 1,000 telephone calls and letters weekly are the average rather than the exception for the Celebrity Club.

A White Plains music store reports that since the music of Tommy Dorsey has been featured on Celebrity Club (for a two-week period) record sales of this unit are outstripping any other band. Tommy Dorsey's theme song, "Getting Sentimental Over You," signs the programs on and off the air.

The programs are heard Monday, Thursday and Saturday mornings and afternoons, and are under the direction of Wade Watson, WFAS staff announcer. A special celebration is being planned for the Celebrity Club first anniversary, which takes place toward the end of April.

13th Year of Ball on WWJ

Detroit—Opening of the American League baseball season April 20 will mark the 13th consecutive year of broadcasting of the Tigers games over WWJ, Detroit News station. Ty Tyson will be at the mike. General Mills and Socony-Vacuum are sponsors this year.



WDZ, Tuscola, Ill., the third U.S. station to be licensed, was founded in 1921 by James L. Bush to save telephone tolls in giving grain market reports to farmers.

NEW PROGRAMS—IDEAS

Carnival Midway Novelty

Something of a novelty broadcast was presented by WSOC, Charlotte, N. C., continuing the "Did You Ever Wonder" series. Having well-introduced the public to the Mighty Sheesley Midway (carnival) winter quarters with a complete hour and a half description of the operation on a lioness, the programmers of WSOC decided to visit other sections of the temporary home of the show people. Whitie Newell, press agent for the Sheesley outfit, romped about the grounds and gathered up several of the interesting actors for interviews before the mikes. One portion of the quarter hour broadcast was fed to the studios on the regular remote line from the lion's arena, from which point Paul Norris described the loneliness of the three lions who had lost their sister the week before, as she died after her operation. WSOC's mobile unit WAAK picked up the interviews from in front of the supply and construction building. Everyone from the man who bends

red hot steel rods in his mouth to the smallest mother in the world — 29 inches high—paraded before the radio interviewers.

NBC Civic Concerts Spurt

NBC Civic Concert Service is experiencing its heaviest spring schedule in years, with 14 new associations added to its roster. Total is now 270 towns, a new high. All take regular concert courses now at a \$5 subscription fee.

O. O. Bottorff, vice-president and general manager of the bureau, has been out personally on several selling campaigns. In some of the places, memberships have doubled and tripled. Radio is credited largely with this spurt, due to the Met Opera divas airing, and the steady presentation of class symphonic music.

The new towns follow: Harrisburg, Erie, Winfield, Kansas; Tiffin, O.; Quincy, Ill.; Mansfield, O.; Niagara Falls, N. Y.; East Liverpool, O.; Sandusky, O.; Augusta, Ga.; Findlay, O.; Pensacola, Fla., and Sioux Falls, S. D.

Court Ends Fight Over Sale of KTHS

(Continued from Page 1)

valuable advertising derived for Hot Springs. New owners agreed to give Hot Springs a half-hour daily period free, to use as it sees fit. Fight that ensued resulted in a rift and a new Board of Governors had to be appointed.

Chancellor Dodge, in his decision, declared the C. of C. was within its rights in selling the outlet since it was preserving for the city at least the \$75,000 (sale price), as the FCC was about to refuse to renew the KTHS license because of the natural ore and minerals abounding, interfering with reception from the station. For this same reason, Barton plans to remove the station across the river where reception will be greatly improved.

Don Lee Will Give Mutual Preference

(Continued from Page 1)

than lend Mutual every possible co-operation, and if acceptance of Trans-American spots is stepping on MBS toes, he will desist from doing it. Mutual officials have been informed accordingly.

Medicine Group to Talk Adv'g

The Proprietary Association, New York, embracing 80 per cent of the nation's packaged medicine production, will devote one entire session to advertising at its convention here May 25-27. Agency and media executives as well as advertisers will participate. Session will be presided over by William Y. Preyer of Vick Chemical Co.

Radio News Men Meet In Chicago, April 24-25

(Continued from Page 1)

down the question of becoming a guild.

John Van Cronkhite is president of the association. Those expected to attend the two-day session include Ken McClure, WOAI; H. L. MacEwen, WLW; Johnny Johnstone, WOR; Jack Harris, WSM; John Hughes, KFRC; Walter Paschall, WSB; Al Hollander, WJJD-WIND; and Willard Heggen, Ted Christie and Dixon Stewart of UP, INS and Transradio, respectively.

Plans Are Revised For Nab Convention

(Continued from Page 1)

banquet rounding off the meeting on the 23rd.

NAB convention date coincides with the Advertising Federation of America annual meeting at the Hotel Pennsylvania, New York, on the same dates.

Phillips Petroleum Co. Gets Control of UBC

(Continued from Page 1)

March 13 bought 500 shares of UBC stock for \$50,000. These are the only shares issued, though the company, chartered last February in Delaware, has an authorized capitalization of 10,000 shares.

Charles Pooler Transferred

Charles Pooler, of the CBS press department, has been transferred to the public events and special features department to assist John Fitzgerald. Paul White, director of the latter bureaus, sails today for London to take charge of web's broadcasting of the coronation.

★ F. C. C. ★ ACTIVITIES

APPLICATIONS RECEIVED

William F. Maag, Jr., New York City. CP for new station. 1420 kc., 100 watts, daytime.

WSAZ, Huntington, W. Va. CP to install new transmitter, increase day power to 5 Kw. and make changes in antenna.

Arthur Lucas, Savannah. CP for new station. 1310 kc., 100 watts, unlimited.

Radio Enterprises, Inc., Lufkin, Tex. CP for new station. 1310 kc., 100 watts, daytime.

E. P. McChristy, Brownwood, Tex. CP for new station. 630 kc., 250 watts, daytime.

R. M. Dickenson, San Diego. CP for new station. 890 kc., 1 Kw. 5 Kw. LS, unlimited.

EXAMINER'S RECOMMENDATIONS

Edwin A. Kraft, Petersburg, Alaska. CP for new station. 1420 kc., 100 watts, unlimited, be granted.

WMBD, Peoria, Ill. CP for change in power to 1000 watts, 5000 watts LS, be granted.

Cadillac Broadcasting Co., Dearborn, Mich. CP for new station. 1140 kc., 500 watts, daytime, be granted.

Peninsula Newspapers, Inc., Palo Alto, Cal. CP for new station. 1160 kc., 250 watts, daytime, be denied.

New Amplifying Device Is Introduced by W. E.

(Continued from Page 1)

for the control operator to watch his modulation meter continuously, ever attempting to anticipate its sometimes erratic fluctuations and never daring to remove his fingers from the gain control knob. Now he can devote more attention to other monitoring problems, resting assured that the new program amplifier will automatically prevent over-modulation.

The program amplifier incorporates a circuit which normally amplifies the program to a predetermined level. However, when the input increases above a pre-selected level, the speech or music energy operates a volume control network in such a manner that the amplification is reduced, thus automatically compensating for the excessive rise. The result is that the product at the output of the amplifier is held within the desired limit, and the device may be easily adjusted so that program peaks will rarely cause modulation of the transmitter in excess of 100 per cent.

Benefits to both broadcasting stations and the listening public are expected to result from the new development.

Heilmann Again Covers Tigers

Detroit—Harry Heilmann, retired star of the Detroit Tigers and other big league teams, will again provide dialers of the Michigan Radio Network with play-by-play description of all Tigers baseball games this season, it is announced by H. Allen Campbell, general manager of the King-Trendle Broadcasting Corp. Heilmann will cover the home games direct from Navin Field and also present a special telegraphic play-by-play description of the games played by the Tigers in other cities of the American League.

PROMOTION

Free Merchandising Service

Free merchandising service to advertisers is the subject of a "photographic story" contained in a new booklet released by WXYZ, Detroit (King-Trendle Broadcasting Corp.). Field work and demonstrations of the merchandising department's service is outlined, how it works out and why there is no charge.

A quarter-hour program across the board at night entitles the advertiser to a 100 per cent service, whether the client is only on WXYZ or also on the Michigan Network. Same amount of time during the daytime hours entitles the advertiser to a 50 per cent service. Minimum contract must be 13 weeks to secure the service.

Full page photographs of retail store outlets reveal various displays and tie-ups arranged by WXYZ on counters, shelves and in windows. Broadcast time and station is also worked in. Since the inception of the service by the Sales and Merchandising department, a few years ago, 39 products have been marketed successfully, 27 of them entirely new to the trade. Drug products are in the lead, with food and beverages next in line.

Dealers, jobbers and distributors are also contacted. One photo shows station's territory supervisors conferring with Merchandise Manager, Harold Christian. Each product is analyzed and discussed from every angle before the field work begins.

"Idea Month" for Station Staff

As part of a drive to strengthen the local program schedule at WFIL, Philadelphia, program manager John Clark has declared an "idea month." Each staff member is required to produce a complete outline of an idea in one of three classes: musical, non-musical or special feature. Prizes are to be awarded to the contributors of the three best suggestions. To stimulate interest in the campaign, envelope inserts, bulletin board signs, etc., are constantly popping up.

Motorists-Insurance In National Campaign

Seattle—The Insuroline Co. of this city is planning to branch out nationally with a comprehensive radio advertising campaign to plug its sales of "insurance by the gallon."

Motorists can pay for their casualty policies as they use their car; service stations rebate so much per gallon of oil as premium payments.

KTUL Job Series Gets Results

Tulsa—About 40 per cent of the people interviewed on the air at KTUL on the station's new "Do You Want A Job?" program have obtained work through this medium. The program, started in an effort to help the unemployed obtain work, is handled by John Harrison, KTUL announcer, in the form of an interview.

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:
No. 19 of a Series

WGAR—Cleveland

1000 Watts Daily—500 Watts Night—1450 K.C.
Studios on Hotel Statler

G. A. RICHARDS, Pres. JOHN F. PATT, V.P.-Gen. Mgr.
EUGENE CARR, Assistant Manager

WGAR, Cleveland's "Friendly Station," is the city's newest station. It services the Northern Ohio area with NBC-Blue and Mutual Broadcasting System sustaining and commercial programs. In the Fall of this year WGAR goes CBS.

General Manager John F. Patt came to Cleveland in the Fall of 1930 with a construction permit and a skeleton staff of technicians to start the job of building a new station—in the face of years of acceptance of three other radio plants already in operation. On Dec. 15, 1930, "The Friendly Station" went into service. Since that date NBC-Blue network features have been carried, as the only such network outlet in Northern Ohio.

Since the inaugural day many changes have taken place. WGAR's studios atop Hotel Statler downtown have been completely renovated. New transmitter, antenna, and properties have been acquired. In November, 1935, WGAR's new 384-foot vertical half wave antenna was put into service, more than quadrupling the station's power. Within the past two months WGAR has acquired the entire top floor of Hotel Statler for additional office and studio space.

Mr. Patt has met the "acceptance" challenge in Cleveland through the city's most aggressive radio advertising and publicity campaign which started before the station took the air—and continues in even greater measure in 1937. National advertising in leading trade papers of the industry; 300 taxicab covers displayed every week in Cleveland; 100 billboards and 24 sheets through select spots in Greater Cleveland; flasher signs on all incoming roads, advising that "In Cleveland You'll Hear WGAR, The Friendly Station"; more column lines of publicity in local newspapers than any other station and a new mobile transmitter of 100 watts power which is in use for not less than ten special events broadcasts per week in Greater Cleveland. This transmitter is lettered on each side with "WGAR, CLEVELAND'S FRIENDLY STATION" and its trips each week carry the WGAR visual advertising to all parts of the station's primary area.

It is largely due to this extensive advertising and publicity campaign that WGAR is first in "dollar volume" and local time sold among Cleveland stations.

In WGAR's primary area are 1,784,239 persons, 401,100 radio equipped homes and \$587,246,000 spent in retail sales. Within the station's secondary area are 25 "bonus" counties with an additional 1,486,530 residents.

Ellis VanderPyl is the WGAR commercial manager; Edward Petry & Co. national representatives; Walberg Brown, musical director, and Graves Taylor, press director. Worth Kramer is program director.

Buck Owens to Film WOWO Radio Serial

Fort Wayne, Ind.—Buck Owens, who formerly starred in western and other movies as well as circuses, but in recent years has been on the radio, with "Adventures of A Lone Ranger" as his current serial presented Wednesdays over WOWO here, plans to take time off the air to make some of the "Lone Ranger" stories into all-color films, according to Nelson Derwood of Maxwell-Derwood Motion Picture Productions, producing unit for Owens' pictures. It has not been decided when the filming activity will start.

The radio series is being written especially for Owens by Ruth Crofoot. Owens has built up quite a following hereabouts with his program.

Joe Bolton Over WHN

Joe Bolton, sports announcer formerly heard over WOR, will do the baseball broadcasts for Wheaties over WHN this year. Games will originate from Jersey City. In addition to his daily broadcast from the ball park, Bolton will do a daily summary as a sustaining feature.

AGENCIES

CRAVENS & HENDRICK, INC., advertising agency, will move to larger quarters at 522 Fifth Avenue on May 1.

BRADFORD HENNING, radio director of the Solis S. Cantor Agency, Philadelphia, is doing the scripts for the "Great American Service" detective agency account over WIP.

VICTOR NELSON has been elected vice-president of the Louis Glaser advertising agency, Boston.

FRANKLIN OWENS, formerly with N.B.C. and B.B.D. & O., has joined the radio department of Maxon, Inc.

BRAD BROWNE, N. Y. Ayer production man on the Tuesday and Saturday Ford programs, has written a song entitled "Readin' From Left to Write." Sherman Clay music publishers are handling.

3 Hours of Fem Stuff On WHBL Every Day

Sheboygan, Wis.—WHBL says "To the ladies!" twice a day with three hours of programs dedicated to the women of its area.

"Aunt Em" conducts the one-hour Homemakers' program 9:30-10:30 a.m. daily except Sunday, incorporating household hints, recipes, notes on child care, and news of particular interest to women in the broadcast. It includes a period of Hollywood items, too, and is localized with a "Club Calendar" and news of births, new residents, and so on.

The second period, two hours, comes in the afternoon and consists of three distinct shows. "Milady's Moods" is a half-hour of music chosen by women of the WHBL staff with an ear to the wishes of women listeners. The Story Hour, another half-hour, consists of a serialized version of a book of fiction, with occasional short stories between serials. Then the Cocktail hour offers a full 60-minutes of dance tunes to meet a wide variety of feminine tastes in rhythm and melody.

"Milady's Moods" is announced by Marie Towle, "The Story Hour" is conducted by Mona J. Pape, and "The Cocktail Hour" is produced and announced by Glenn James.

Sponsored Safety Series

April 19 has been set as the opener for the thrice-weekly series of 15-minute programs sponsored by Mayflower Stations Inc., Socony dealers in Westchester, over WFAS, White Plains. Time is 4:45-5 p.m., Mondays, Wednesdays and Thursdays. Safety in Driving will be the keynote behind the show, with a remote wire to be run to one of the busy business intersections of the city. Motorists and pedestrians will be interviewed by the Mayflower Reporter on a variety of subjects, both on matters of traffic regulation and general queries.

At regular intervals in the series, prominent officials of the city will be presented for short talks on safe driving. Scouts will survey drivers each week, and one who has demonstrated his or her ability in the greatest degree will be presented with a cash award during the Mayflower Reporter program. The campaign will tie-in with newspaper photos and stories, as well as printed spot-light displays, showcards and giveaways.

B. M. Middleton, WFAS sales manager, who set the deal through J. Sterling Getchell Inc., will personally supervise the programs.

ONE MINUTE INTERVIEW

MILTON BERLE

"Watching film stars on various broadcasts I find that they are the most nervous of microphone performers although they are supposed to be the last word in poise. But the opposite holds true of radio people who are acting before cameras. They go through their lines and scenes with an ease that is amazing when compared with the poor showing movie folk make during radio rehearsals."

EXPERT AND NOVICE SPORTCAST FOR WHIO

Dayton, O.—A novel method and an unusual combination of sport-casters were employed by WHIO in covering the Montgomery County and Ohio Sectional Basketball Tournaments, on which the station managed to clear a total of 14½ hours in four week-ends through one of its remote lines.

Leonard Reinsch, manager of WHIO and a veteran in all ends of radio including the mike—especially when it comes to giving rapid-fire word pictures of basketball games—and his assistant, Harold Bolan, young staff sports writer on the Dayton Daily News, of which WHIO is an affiliate, handled the games. When Bolan hits the air it sounds almost like he's in there again playing the game—which is swell for the listeners, but a bit disconcerting to the engineering staff.

Reinsch and Bolan are regarded as the alpha and omega of WHIO, and the sportcasting technique they developed is expected to be copied by other special features departments. Each man had respectively one of the two teams in play to follow; thus each voice would describe the action of the game only while his respective team was in possession of the ball. After the first game or so they practically worked this cross-fire word-hurling down to a fine art. It proved effective and exciting, and injected an element of competition, not only in the games being announced, but in the announcing itself.

Kelly With Air Features

Jack Kelly is handling the publicity for Air Features, Inc., and will continue while Shep Traube is on the west coast. Traube expects to leave shortly. Dorothy Zechlin has been added to the production firm's secretarial staff.

SAN FRANCISCO

MEREDITH WILLSON, composer-conductor and general musical director of NBC's western division, mounts the podium at the S. F. Symphony Orchestra concert next Tuesday night, at the invitation of Pierre Monteux, conductor, to present his Symphony in F. Minor for the second time here.

Professor Peter Puzzlewit, in tonight's second brain-teaser broadcast over the NBC-Blue coast network, will have one of his "twisters" answered by means of a special dramatization, enacted by members of the National Players.

"Don Steele Presents," new variety show, following its debut last Thursday, will be heard regularly on Fridays over KYA and the CRS network, 10-10:30 p.m. Don Steele is m.c., with Walter Rudolph's orchestra supplying music.

Florence Murdoch, prominent in San Jose State College theatricals, has been added to the office and dramatic staff of KQW, San Jose.

★ Coast-to-Coast ★

SUMNER D. QUARTON, general manager of WMT, Cedar Rapids-Waterloo, always on the lookout for a feature designed to build goodwill, cleared 30 minutes of evening time last week for a broadcast of the "National Coe Night" of Coe College Alumni.

Clinton Johnson of the announcing staff at KOMO-KJR, Seattle, and Mrs. Johnson are now "Lars and Lena" of a new serial aired daily over KJR.

George W. Smith, managing director of WWVA, Wheeling, W. Va., designed a Jamboree Souvenir consisting of a little red cowbell and a new process Vita-Print of every WWVA entertainer in celebration of the fourth anniversary of the WWVA Jamboree.

Announcers Bennett Jackson and Eddie Wise of WEBQ, Harrisburg, Ill., are ensconced in their respective homes again after having lost all their furniture and belongings in the recent floods. While working almost continuously at WEBQ mikes, telling others to remove their personal property from the path of the flood, Old Man River crept up and destroyed their own homes.

WPTF, Raleigh: J. B. Clark, sports commentator and publicity director, has been elected secretary of the Raleigh Junior Chamber of Commerce. . . . A new Sunday afternoon series, "Southern Echoes," started yesterday at 3:05 p.m., featuring Goldentone Quartet with J. Richardson Jones. . . . The April 21 broadcast of NBC's Farm and Home Hour will originate from WPTF, the program being dedicated to N. C. State College.

White-haired Henry Burr and six-year-old Joy Miller, oldest and youngest members of the National Barn Dance, participated in the 676th airing of this program on Saturday, when WLS celebrated its 13th anniversary.

WELI, New Haven: Martin Heyman has been added to the announcing staff, replacing Jay Coffey, who switches to continuity. . . . Adam Genet has returned for a new series of Saturday programs with Tony Roupolo at the piano and Gus Button on the guitar. . . . Jeanne Poli has started a "Time to Get Up" early morning series, thrice weekly. . . . Frank Konitz, pianist, not only fills two quarter-hour spots weekly, but also contributes to three other programs.

A. S. Foster, advertising manager of WWL, New Orleans, returned from a trip to Chicago, St. Louis and Memphis.

Dave Baylor, announcer at WGAR, Cleveland, directed an interesting special event the other day when the station's short wave mobile transmitter unit with technical staff trekked 80 miles to Medina to air the 120th anniversary celebration of the oldest church in the territory.

The Four o'Clock Follies, the platter program built by Announcer Lew Kent into one of the most popular features at WMAZ, Macon, has about lost its identity. On joining CBS the participating period became the Five o'Clock Follies, but daylight saving time is going to shove it back to 3:45 p.m. with just the title Follies, so Kent has about lost hope.

Reginald B. Martin, manager of KFAB-KFOR, Lincoln, Neb., is set to feed the entire NBC net the Drake Relays (Des Moines), April 24. Will be teamed with Bill Slater, at the Penn Relays (Philly), both athletic events going on the air at the same time.

KTUL, Tulsa, has joined the list of stations conducting a "Do You Want to Be an Announcer" contest. Contestants fill out an application blank at KTUL and are called by Gene Loffler, production manager of the station, after he has studied the information given. Entrants must be amateurs. Announcer Eddie Galaher assists in the tests.

"Sam Collier, Proprietor of the Hotel Glenwood," new serial, made its bow last week over WNAD, Enid, Okla. Harlan Mendenhall, staff announcer, writes and directs the dramas.

WOW, Omaha: News Editor Foster May is at the mike handling a new Sunday feature, "The Job Clinic" . . . Municipal Judge Lester Palmer recently celebrated his 14th anniversary as announcer. . . . John K. Chapel, announcer, who escaped from Russia during the revolution, has resumed his "Communism" lectures. . . . Foster May also lecture on Mexico, which he visited.

Walter Cassel, NBC baritone who has been working in films, will be featured in four of Rubinoff's coast shows, April 28 and 25 and May 2 and 9, over CBS.

Earl J. Gluck, manager; Robert S. Morris, secretary-treasurer; William Irwin, commercial manager, and Paul W. Norris, program director, all of WSOC, Charlotte, attended the recent FCC hearing on the station's request to air on 600 kc. and for 1,000-watt daytime power and 250 at night.

The Three Cocoanuts, formerly of WCBM, Baltimore, start tomorrow dispensing music over WHN, New York.

TAX ON RADIO STATIONS IS PROPOSED BY PAYNE

(Continued from Page 1)

would become effective July 1 next. A yield of \$6,946,395 is estimated by Payne.

Queried by RADIO DAILY on Payne's proposal, James W. Baldwin, NAB managing director, declared he had no statement to make at this time.

Seeks Law Against Radio Interference

Augusta, Me.—Senator George Ashby of Fort Fairfield is seeking unanimous consent to introduce an order in the Maine Senate making persons operating devices to hinder radio reception punishable by a maximum \$50 fine.

Norge Business Jumps

Detroit—First quarter all-product business of Norge, a big national user of radio, was 32 per cent of last year's total business, according to Howard E. Blood, president of the Norge Division and vice-president in charge of operations for Borg-Warner Corp. Sales of Norge gas ranges and furnaces broke all-time highs in March, said Blood, and there were gains in other divisions.

Radio Shows for Legit

Three WBX weekly radio programs in Jewish are being prepared for legitimate play run in New York Jewish theaters. Shows are "Old Love," opening at the Bronx Art Theater, April 19; "Bachelor Girl," McKinley Square Theater, May 3, and "In a Jewish Home," McKinley, May 24.

New Time for Personal Column

Due to daylight saving the Procter & Gamble "Personal Column" of the Air program on the NBC-Red network will shift to a 4:15-4:30 p.m. spot, effective May 3, continuing on a Monday through Thursday schedule. Same list of stations will be used at the new time, with the exception of WSM which cannot clear.

KANSAS CITY

Olaf S. Soward, KCKN news commentator, begins a 10-minute Wednesday evening program tomorrow called "Intimate Interviews," quizzing prominent folks.

Walt Lochman, KXBY sports announcer, will introduce members of the local ball teams to radio fans as part of his Thursday program for General Mills.

Ivan Flanery conducts a new traffic safety program over KXBY.

Senator Arthur Capper, Ill., will be missing from WIBW, KANS and KCKN for a few weeks.

Nino Martini and Rosemarie Brancato appear in concert at the Auditorium tomorrow night.

KCMO yesterday started airing UP news, five periods daily.



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 47

NEW YORK, N. Y., THURSDAY, APRIL 15, 1937

FIVE CENTS

Tax Bill Ready in Week

Looking On ... AND LISTENING IN

SUMMER BIZ Considerable data has been compiled by networks, stations and advertising agencies to show that summer is just as good as winter in point of radio audience size and aggregate public spending.

Distribution of the population may undergo a little temporary shift, but where the folks go, the radio goes too, in the car, on the highway and in the cottage by the beach.

Of importance to advertisers is the fact that audience receptivity is more favorable during the relaxed hours of vacation time than during the hustle-bustle of the 50 or 49 working weeks of the year.

Millions of people have much more time and inclination for listening during their vacation.

Old theories about seasonal letdowns are continually being upset, and although audience sizes may be largely a matter of estimate, sales results aren't.

The smart advertiser is the one who recognizes basic facts and results in preference to theories.

SILENT MEN Judged by the adage that "he who talks little, thinks much," the top executives of the radio industry are about the thinkingest class of men to be found.

Press statements are seldom given out by officials of the broadcasting field, personal publicity is shunned, and when newshounds seek interviews they are almost baffled by the reluctance and modesty they encounter.

In no branch of the amusement world is there such genteel reticence on the part of the men at the wheels.

Perhaps it's because radio leaders are a combination of the business man and the showman.

With a little accent on business.

WFAA Talent Hunt

Dallas—Nine Texas stations have been invited to send their best program and announcer for a guest appearance on WFAA here Saturday, in a move by the local station to uncover new radio talent worthy of exploiting to a wider audience.

KRBC of Abilene is sending a girl trio with Gene Heard as master of ceremonies.

40 RADIO ACTS SET FOR CLEVELAND EXPO

With the Cleveland Great Lakes Exposition scheduled to reopen for another season May 29, radio talent is rapidly being booked for its entire run. As was the case last year, whole radio shows will be imported to guest at the exposition for short bookings. To date, approximately 40 acts are set, though not all scheduled for specific dates. The Fireside Recital will appear June 18-19. Carborundum Band appears July 24, and

(Continued on Page 3)

Rubinoff Coast Shows Get Emcee and Guests

Rubinoff Chevrolet program, which originates the next five shows from Coast CBS studios starting this Sunday, will have a new type of show with permanent emcee and guest stars. Fred Keating (former magician) as master of ceremonies and Walter Cassell, baritone, will be on permanently. Eddie Cantor will be

(Continued on Page 3)

Radio Service Ass'n Meets May 23 in Dallas

Dallas—Fifth annual convention of the National Radio Service Ass'n will be held here May 23-25. A radio and electric show will be held concurrently. Distributors and dealers in radios, electrical appliances and refrigerators will participate in the show, which is planned for fifty exhibits.

2 Million Rise in Home Sets Seen by CBS This Summer

Showboat's Coast Shift Is Taking Place Sooner

Instead of waiting until July to shift the Showboat program to Hollywood, the change in origination point will take place within the next few weeks, it is announced. Charles Winninger has already been signed to head the new show.

Lanny Ross, the announcement said, (Continued on Page 3)

Conferring With Treasury Department Experts Before Filing Wattage Levy Measure in House

Capitulate

St. Louis—Three leading St. Louis department stores, which up to now have kept entirely away from radio advertising, are tied in with a new weekly series of programs starting April 20 over KMOX. Series is "Jean Abbey, the Woman's Home Companion Shopper".

URGES SPONSOR ADS IN RADIO LISTINGS

As a solution of the frequently unsatisfactory identification of radio programs in newspaper listings, the opening of the time-table columns to sponsors for the insertion of paid ads giving more complete data on shows is recommended on a nationwide

(Continued on Page 3)

Canadian Chain Names U. S. Campaign Counsel

Winnipeg — Rintoul-Stieppock Inc., New York, has been appointed by Taylor, Pearson & Carson as advertising and sales promotion counsel to direct their 1937 campaign in the

(Continued on Page 3)

By PRESCOTT DENNETT
RADIO DAILY Staff Correspondent

Washington — Conferences have been scheduled with Treasury Department experts to discuss the broadcasting station tax proposal drafted by FCC Commissioner George Henry Payne for Congressman John J. Boylan (D., N. Y.), it was stated to RADIO DAILY yesterday by Boylan. The Congressman added that he is in "general agreement" with the Payne plan and expects to have his bill "whipped into shape" for introduction in the House within a week or ten days.

At the FCC, it was stated that after Capitol Hill is through with the bill, it will be submitted to the full broadcast division for consideration.

Meanwhile Congressman Emanuel Celler (D., Brooklyn) advised RADIO DAILY that Chairman Win-

(Continued on Page 3)

Sterling Fisher Gets CBS Public Talks Post

CBS late yesterday announced the appointment of Sterling Fisher, author, newspaperman and lecturer, as director of Public Talks and Education. Fisher succeeds Edward R. Murrow, who was recently appointed European director of CBS. Fisher, coming direct to the web from the staff of the New York Times, will supervise all educational and religious programs, and in addition will edit the magazine "Talks," a digest of all discussions heard over CBS.

Murrow sails for Europe April 21 to assume his new duties.

Silent on Meeting

Results of the meeting held yesterday morning between the committees representing the CBS management and the "American Guild of Radio Announcers and Producers" will not be disclosed until later in the week, it was announced.

Next move will be taken by the Guild in a meeting tentatively scheduled for later this week.



Vol. 1, No. 47 Thurs., Apr. 15, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher
DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicote, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicote, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk and Verne Bailey, 6425 Hollywood Blvd. Phone Granite 6607. Application for entry as second-class matter is pending.
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FINANCIAL

(Wednesday, Apr. 14)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	168 7/8	167 7/8	167 7/8	— 1/8
Crosley Radio	22	21 3/4	21 3/4	— 1/2
Gen. Electric	55 1/8	54 3/8	54 3/4	— 1/4
North American	27 3/4	27	27 1/4	+ 1/4
RCA Common	11	10 3/4	10 7/8	+ 1/8
RCA First Pfd.	75 1/4	74 1/4	74 1/4	— 1/4
RCA \$5 Pfd. B.	(98 Bid)			
Stewart Warner	18 1/4	18	18	— 3/8
Zenith Radio	33	33	33	+ 3/4

NEW YORK CURB EXCHANGE

Hazeltine Corp.	163 3/4	161 3/4	163 3/4	— 1/8
Majestic	4	4	4	— 1/4
Nat. Union Radio	3	2 7/8	2 7/8	— 1/8

OVER THE COUNTER

CBS A	Bid 55 7/8	Asked 57 3/4
CBS B	Bid 55 1/4	Asked 57
Stromberg Carlson	Bid 15 1/4	Asked 16 1/4

Lahr Starts Sunday In Dr. Lyons NBC Spot

Bert Lahr will take over the Dr. Lyons tooth powder period on the NBC-Red network, 9-9:30 p.m., next Sunday, it was announced yesterday by Air Features, Inc.
In the new role Lahr is a young man who falls heir to a hotel and runs into hilarious situations.

Brooklyn Hearings End

Washington Bureau, RADIO DAILY
Washington—Broadcast division of the FCC stated yesterday that hearings on the Brooklyn cases had been completed.

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April 15
Greetings from Radio Daily to
Dave Alber
Marian Jordan

RADIO EDITORS' FORUM

Third of a series of expressions by the leading radio editors of the country on the general subject of broadcasting.

By INA WICKHAM

The Davenport (Iowa) Democrat

THE greatest complaint I have to make against radio programs is the class of music that most of them force on listeners. Some of these so called popular songs are played and sung over and over again, night after night. Once is enough to hear most of them and too often for some of them.

Music does not need to be classical, but there is much good music and well loved music without resorting to some that is now put on the air.

Recently I wrote to one of the Sunday programs, that runs for an hour. I suggested some very fine music that is very popular in the mid west. The reply was that that class of music would not interest the public. But for the last three Sundays said program has been presenting the lowest form of comedy sketches. Sketches that reek of slap stick, pie throwing comedies of the movies.

What can one do under those cir-

cumstances? Turn to some other programs I suppose.

Another thing which peeves me as radio editor and which, too, has some relation to the listeners, is the habit of sending out a program and then changing it without even a word of warning. I've listed programs on our Sunday page only to find them changed when the program comes on the air. If we will publish the programs to bring them to the attention of the listeners, surely the least the sponsors can do is to see that the correct programs reach us and if changes must be made, that we get them in time. This happens so often on the Eddie Cantor programs. Cantor is popular in Davenport and I always list his programs and in one month three of them were changed without any word to the radio editor so that we might make the change on our listing.

First CBS Commercials Start on WMAZ, Macon

Macon, Ga.—After a week of sustainers, WMAZ this week carried its first CBS commercial, being added to the Edwin C. Hill network for Lucky Strike.

Also scheduled for the Macon station are Ford's Sunday evening hour and the Tuesday Al Pearce stanza, as well as Chesterfield's twice weekly half-hour. These shows begin the last of month when New York goes daylight saving, thus putting WMAZ in position to carry them. Station signs off at sunset in Albuquerque, N. M.

Dari-Rich Time Switch

Bowey's Inc., Chicago (Dari-Rich chocolate drink), on April 26 will shift its repeat broadcast to 7-7:15 p.m. for stations KSD, WOW and WDAF. Program is now heard on the NBC-Red network Mondays, Wednesdays, Fridays, 5:15-5:30 p.m. with the repeat at 5:45 p.m.

NBC Chicken Account Renews

Richardson & Robbins Co., Dover, Del. (boned chicken), has signed a 52-week renewal for its "R. & R. Revelers", program on WJZ, Mondays, Wednesdays and Fridays, 6:35-6:45 p.m. Charles W. Hoyt Co., Inc. has the account.

Three Marshalls Add Spot

The Three Marshalls, heard twice weekly over WJZ and the NBC-Blue network, get another spot starting April 26. The popular swing harmonists will be heard Monday, Wednesday and Friday, 12:30 p.m.

Stanley Cup Final Game On Mutual Net Tonight

Gordon Baking Co. will sponsor the final game of the Stanley Cup Hockey play-offs tonight over the Mutual network at 8:30-10:30 p.m. Program will originate from Detroit studios and will be aired over WOR, CKLW and WGN.

NBC Shakespeare Broadcasts

NBC will air three network programs April 26 to celebrate the 373rd anniversary of William Shakespeare's birth. One broadcast will come from Stratford-on-Avon, another will be presented here by the NBC Radio Guild, while the third will be "Will of Stratford", original radio script by Bosley Crowther.

Studios at Denton College

Dallas—The North Texas State Teachers' College, Denton, has completed new studios from which by remote control they will broadcast their weekly programs through WFAA here. Dedication programs will be held April 21st.

New Doris Hare Series

New NBC-Blue series featuring Doris Hare, English comedienne and singer, starts tomorrow at 7:30-7:45 p.m.

LEO SAYS:

WHN LEADS AGAIN—Adam Hats broadcasts the Perry - Vines tennis match on Sunday!

WHN DIAL 1010 AFFILIATED WITH M-G-M-LOEW'S

COMING and GOING

RALPH WONDERS returns today from a business trip to Chicago, stopping off in Cleveland to discuss Exposition bookings.

MRS. M. MAYO returned to Boston yesterday after visiting her son, John, here for the week.

JIM and MARIAN JORDAN, better known as FIBBER MCGEE and MOLLY, arrive in New York today to appear on Ray Sinatra's program tonight.

EDWARD J. SAMUEL of WMAS, Springfield, Mass., is in town for a few days contacting agencies. He is making his headquarters at CBS.

CHARLES J. CUMMINGS, radio singer of Springfield, Mass., has left for Hollywood to appear in pictures for Warners.

JASCHA HEIFETZ arrived on the Berengaria Tuesday.

MME. STELLA ANDREVA of the Metropolitan Opera Company sails on the Berengaria today for England.

PAULINE SWANSON, manager of the west coast office of Robert Taplinger, Inc., planes to New York today for a two-week stay at the home office.

HELEN MERCHANT of the WINS "Musical Clock" leaves April 19 for a vacation.

CHARLES P. DICKSON, WLS advertising manager, is in town, stopping at the Roosevelt.

HARRY TRENNER, commercial manager of WNBF, in town on business.

CHARLES E. GREEN, Consolidated Radio Artists prexy, left last night for Cleveland and Chicago. Back next Tuesday.

Deanna Durbin Back Sunday

Deanna Durbin, scheduled to return to the Eddie Cantor broadcasts last Sunday but forced to delay because of a cold, has recovered and will appear next Sunday. Miss Durbin recently spent two weeks in Camden, N. J., making series of disks with Leopold Stokowski, and is now working on her second starring film, which will also star the famous maestro. Broadcast is aired Sundays, 8:30-9 p.m. over CBS web.

Givot Wedding April 25

George Givot, star of radio, stage and screen, yesterday announced his engagement to Maryon Curtis, non-pro. Wedding is set for April 25. Givot recently disbanded his novelty orchestra to return to California and the films. Miss Curtis is a native of Chicago.

THE SONGBIRD OF THE SOUTH

★ ★ ★ ★

KATE SMITH

A & P BANDWAGON

THURSDAYS

CBS NETWORK 8-9 P.M., E.S.T.

EXCL. MANAGEMENT TED COLLINS

STATION TAX MEASURE READY WITHIN A WEEK

(Continued from Page 1)

son, House naval affairs committee, has agreed to hold hearings before his committee this month on the Celler bill providing for a government station. Celler's office is arranging for groups from network headquarters in New York to come to Washington and submit testimony. Radio interests are expected to oppose the idea of a government-owned station, but favor a clause in the bill providing for leasing of the station's facilities to private interests.

Rubinoff Coast Shows Get Emcee and Guests

(Continued from Page 1)

a visitor this Sunday. Ella Logan and Carmel Myers will also be guests.

This is the first change in general style for Chevrolet programs in past few years. Walter Craig and Joseph H. Neebe, latter of Campbell Ewald agency, are handling production.

Showboat's Coast Shift Is Taking Place Sooner

(Continued from Page 1)

will not be on the new show but will probably be in a new series this Fall under his present sponsor, General Foods. Showboat will continue in its present spot on the NBC-Red, Thursdays, 9-10 p.m. opposite Major Bowes on CBS.

AD AGENCIES

GEYER, CORNELL & NEWELL, INC., has been appointed by Nash-Kelvinator Corp., Kenosha, to service the Nash motor car account in addition to the Kelvinator which they have been servicing. Both units are now using Saturday programs on CBS. Kelvinator has "Prof. Quiz" on at 8-8:30 p.m., with the Nash show at 9-9:30 p.m.

STAN WORSDELL and WALTER MARTIN, JR., have added to the sales organization of Allied Advertising Agencies, Los Angeles.

WILLIAM GUYER, formerly advertising manager of Schenley whiskey, and sales manager of Seagram whiskey, has joined the White-Lowell Co., Inc., advertising agency, as an account executive.

CASIMER-BEST, INC., advertising agency has been appointed by Frederick Lowenfels & Sons, makers of hotel bar butter, to handle a new spring and summer advertising campaign. A spot radio schedule will be included, but as yet it has not been set.

VAN HECKER-MacLEOD INC., advertising agency in Chicago, will move to larger quarters in the Mather Tower on May 1.

NEW PROGRAMS—IDEAS

Trading Post Clicks

The WTMV (East St. Louis, Ill.) Trading Post has caught on in a big way. It is designed to help persons trade or sell useful but unwanted articles about their household, etc. The program is in the form of an auction, WTMV announcers serving as the auctioneer and his assistants and they read letters from buyers and sellers.

Woman's Slant on Sports

WBAL, Baltimore, has a sports program arranged by Don Riley, commentator, presenting the woman's slant on sports with the aid of Harriet Grafton. Gunther Brewing Co. sponsors the spot.

A series conducted by the Baltimore Safety Council, dealing with safety in the home, also has started at WBAL. It comprises interviews with prominent citizens.

Another recent series, "Matching Minds," conducted by Louis Azreal, newspaper columnist, is gaining a following.

Varied Use of News

WHBL, Sheboygan, Wis., is presenting news bulletins every hour on the hour throughout each day, with frequent interruptions of regular programs for "hot" bulletins. The station had news of the Chrysler strike settlement on the air exactly five minutes after it was announced in Lansing, Mich.

News service also includes 15-minute summaries at 8 a.m., 6 p.m. and 9 p.m. daily and two five-minute commercials during the noon "Wisconsin Home Hour." Another news show is "Headlines and Melodies," 4-4:30 p.m. daily, with headlines from the current Sheboygan Press illustrated by sound effects and appropriate music.

WHBL aired an hour's "Election Parade" last week for H. C. Prange Co., Sheboygan department store, with bulletins on local, county and state election returns and general news, with music supplying the background.

CRA Signs Middleman; New Hotel Spots Set

Consolidated Radio Artists Inc. has signed Henry Middleman and his orchestra, now playing the Nixon Restaurant, Pittsburgh, and heard over KDKA. Band will be heard via NBC network shortly.

Bookings by Consolidated include John Hamp and orchestra, Peabody Hotel, Memphis, opening about May 1. Band now at Muelbach Hotel, Kansas City. Joe Venuti and band for the Nicollet Hotel, Minneapolis, opening soon. Ferde Grofe has been set for a shot on the NBC Music Week celebration, playing his own compositions.

P. & G. Oxydol Show Spot Broadcast Only

Chicago—According to Blackett-Sample-Hummert, Inc., Procter & Gamble Oxydol show which started on WGN and repeated later in day on WLW ("The Couple Next Door") are two spot broadcasts and not Mutual network accounts. Agency clarified situation as result of query from WLW. It had been reported as an MBS show, a release to this effect having gone out from WGN.

Shelley Taking Bride

Des Moines—Jack Shelley, assistant news editor at WHO, will be married Saturday.

Short Wave Stations On Revised Schedule

Beginning Sunday, transmissions from the BBC short-wave stations at Daventry will operate on a completely revised schedule. Transmission 1, directed upon the Antipodes and the Far East, daily 1-3:15 a.m. EST over GSG, GSO and GSB; Transmission 2, directed towards India, Ceylon, Malaya and Far East, daily, 5:45-8:55 a.m. EST over GSH, GSG and GSF. Transmission 3, directed towards India, Burma and Ceylon, daily 9:15 a.m.-12 noon EST over GSH, GSG and GSF. Transmission 4, directed towards Africa and Near East, 12:30-3:45 p.m. EST over GSI, GSB and GSD. Transmission 5, directed towards North America, daily, 6:20-8:30 p.m. EST over GSF, GSD and GSB. Transmission 6, directed towards Western North America, daily, 9-11 p.m. EST over GSF, GSD and GSC.

Another station will be added to the list operated by BBC as soon as tests now being held are completed. New super-power transmitters have been installed for the station. Call letters assigned are GST and frequency is 21.55 megs.

Ascap Bill Up for Vote

Lincoln—Senator Brady's proposed anti-Ascap measure is scheduled for a vote sometime this week. Recently the legislature's constitutional committee voted 2 to 1 that the measure, if passed as it stands, will be held unconstitutional in the first brush with the Supreme Court. Brady, pointing to the laws of Washington and Montana which make Ascap illegal, believes the law can be made to stick.

URGES SPONSOR ADS IN RADIO LISTINGS

(Continued from Page 1)

scale by John H. Miller of the Frank Presbrey Co., advertising agency.

In an article in the April 8 issue of Advertising and Selling, Miller suggests that sponsors of 15-minute programs be required to use at least 14 lines, and the longer shows proportionately. The plan, in addition to giving the public desired information and helping to boost listeners, would increase newspaper revenue and cause many non-newspaper advertisers to utilize the radio listing columns and thus improve the relations between radio sponsors, advertising agencies and newspapers.

Sustaining programs with sponsors in view also could be built up in listener-interest under this method, Miller says.

Canadian Chain Names U. S. Campaign Counsel

(Continued from Page 1)

United States and Canada. Taylor, Pearson & Carson at present have stations CKY, Winnipeg; CKX, Brandon; CKCK, Regina; CJOC, Lethbridge; CFAC, Calgary, and CJCA, Edmonton. The chain, covering western Canada, is represented in the U. S. by Weed & Co.

R. H. Stieppock, vice-president of Rintoul-Stieppock, is at present on an extended tour of these stations, preparatory to launching the advertising and promotion campaign, which will include comprehensive market data and a study of radio coverage and conditions peculiar to western Canada. The purpose of this undertaking is to draw the attention of U. S. advertisers particularly to a rich and comparatively untapped market.

40 Radio Acts Set For Cleveland Expo

(Continued from Page 1)

Uncle Ezra brings his act to Cleveland June 8-9. Mario Cozzi and his NBC program was set last week.

Arthur Cook is handling some of the radio bookings and publicity, working directly under Ralph Wonders of Rockwell-O'Keefe.

"It's A Fact!"

You're missing a good bet if you don't have this expertly written daily feature of oddities in the news.

It is INSTANTLY SPONSORABLE!

Write or Wire

Van Cronkhite Associates, Inc.
360 NORTH MICHIGAN AVE.
CHICAGO
State 6088



BEN LARSON, Ruthrauff & Ryan's producer on the Gillette Community Sing, says talent lineup will remain the same when the Sing shortens to half an hour April 25. Frederick B. Ryan, here in connection with the time change, and Myron P. Kirk, here for the past month, return to New York this week-end. Amos (Freeman Godsen) moves up from Palm Springs on May 1, to make his home in Beverley Hills, where he has just purchased a huge home.

Harold Wiler will be Fuller Smith & Ross Agency's man and producer on the Ben Bernie American Can program when it resumes airing from Hollywood. Eddie Cantor will be first guest star.

Raymond R. Morgan Agency finishing 39th and concluding disk in the Buck Jones serial, "Hoof Beats", being done for Young & Rubicam to sell Grape Nuts Flakes. Recordings Inc., waxing.

Playboys, who made one series for Standard Radio library when the Bernie band broke up last month, readying to do another series for same library.

Harry Balkin series, The Success Doctor (Raymond R. Morgan Co.), sold to WFAA, Dallas, for Honey-youth, Inc. (Erle Racey agency) also to Loblaw Groceries, Inc., Rochester, N. Y. (Addison Vars, Inc., agency).

Ray Buffum, Bob Taplinger Coast office, flew to Kansas City to bring back beauties for the Radio Show beauty contest. Pauline Swanson, office's head on the Coast, hops a United plane Thursday, for New York.

Eddie Cantor, to announce winner on the contest Sunday, had to pick from more than 175,000 replies.

Thomas Conrad Sawyer's "Looking at the World" (comments on news) starts May 5 on NBC-Red outlets for California. Sweetheart Soap being plugged by Manhattan Soap Co. of New York. Milton Weinberg agency.

Helen Merchant's Fifth Year

Helen Merchant, heard on the WINS "Musical Clock" program, celebrates her fifth anniversary on that show April 18. Program is heard daily from 6:30-9 a.m. Miss Merchant leaves on a vacation April 19, returning to WINS on May 3. Louis Charles will pinch-hit.

Salary Bill Reported

Washington Bur., RADIO DAILY

Washington — The House Ways and Means committee yesterday reported favorably on the repeal of the present law which requires the publication of all salaries above \$15,000.



● ● ● The Sealtest Saturday Night Party will shortly emanate from Hollywood....No changes in makeup or cast, however....Shell Chateau with Joe Cook and gueststars now heard via NBC on Saturday nights, will switch to Tuesdays in May, taking over the time vacated by Fred Astaire-Charlie Butterworth Packard show which fades....Dick Himber reports that he has Kate Smith booked for his Studebaker spot in two weeks with James Melton slated for a turn the week after....George Wallace, CBS page boy, will double-in-brass as Paul Douglas' assistant on the baseball airings starting Monday....Tim Ryan and Irene Noblette, who start their WOR shows Sunday, will also be featured in a series of shorts being made at Warners.

● ● ● NBC engineer O. E. Bowman originated an idea that may be picked up by other control men in the country....O. E. found that the "mixing controls" knobs were not tagged to indicate for what mike....So, he writes the info on slips of paper—and plugs them against the board (and over the knob) with paper-matches—using the head as a stopper....Some one asked Joey Nash what he was going to do this summer. To which the singing "comic" replied: "I don't have to worry. I have the empty crackerjack box concession in the Polo Grounds."

● ● ● Peck agency's deal for George Beatty and Ruth Etting is being held up pending the arrival of an exec from the west....Lum and Abner have had their contract with the malted milk sponsor renewed until November, 1938—and they will remain on all through the summer....Decision on the Jell-o show with Henry Hull, Ray Perkins and Miff Mole's band will be made today....Nothing definite on the successor to Fred Allen....Eunice Howard, star of the "Young Stanley" script show, will throw a party for the cast next month when the show starts its second year....Mark Hampton starts rehearsal June 22 on "As The Drums Begin" in London with musical compositions by Johnny Green and Conrad Thibault starring.

● ● ● Bernice Judis of WNEW entertains intimate friends via special recordings which will never be aired....They are five minute commercials plugging a loan company—using the "voice" of FDR saying that under such and such section of the constitution, money may be borrowed—at a certain per cent of interest. "Please call Sterling—and get a loan" is the punch-line....Other records feature the "voices" of Fred Allen, Father Coughlin, and so on....Very amusing to hear these imitators spiel....In a radio poll held by the Gramercy Boys Club in N. Y., a former local kid, Eddie Cantor, was first with Jack Benny from out west trailing second....Announcers at WROK, Rockford, Ill., staged a "shut-up strike" demanding the sampling of items they are made to advertise via the air.

● ● ● The Archbishop of Canterbury will broadcast the services preparatory to the Coronation from the Concert Hall of British Broadcasting, London, May 9. It will be heard over the NBC-Blue network, from 3-3:55 DST.



PAUL WHITEMAN will be heard Sunday nights over WGN starting April 18 in a full hour symphonic concert from 7:30-8:30 CST, with the sustaining stanza titled "Rhythm in the Whiteman Manner." The King of Jazz will have a specially augmented ork for the shot. Local listeners getting plenty of King's jazz and symphony through WGN-MBS channels with his current two-a-night airings from Drake.

Bruce Kamman, prof in Kaltenmeyer's Kindergarten and former member of ork with Hagenbeck-Wallace big top, holding re-union with his old tanbark and spangle mates while circus is current in Chi.

That the American League has created its radio department to handi-cap or censor baseball broadcasting was branded a myth by C. L. McEvoy, "czar" of the league's diamond airings and principal speaker at the first nationwide assemblage of more than 70 announcers, station reps and advertisers in a "hot stove" session held in the Edgewater Beach hotel.

FCC Inquiry Hits A Political Stymie

New Orleans—FCC inquiry into the company seeking the license of WBNO, the 100-watter here, had political repercussions yesterday when it was discovered that James A. Noe, the Huey Longite and anathema of the present state administration was majority stockholder in the new company.

Simultaneously former Mayor T. Semmes Walmsley claimed that he purchased a half interest in the station as a silent partner in 1934, and opposed the transfer. The hearing lasted all day before George B. Porter, assistant general counsel of the broadcast division, and other FCC members including Andrew Ring, assistant chief engineer, E. B. Massey, chief of the FCC license bureau and Andrew Dalrymple, attorney.

Edward Musso, manager of WBNO denied that Walmsley had any interest in the station and asserted that the money paid to the station was for political time. Noe told newspaper men that he owned 197 shares of WBNO, Inc., with Musso, George Pierce and W. A. West, Jr., and found it peculiar that Walmsley waited so long before coming forward.

Indict Marx Brothers

Los Angeles—Chico and Groucho Marx, the comedy team, were indicted yesterday by a Federal Grand Jury on charges of violating the copyright law.

Garrett and Carroll Graham alleged that the Marx Brothers had stolen their story "The Hollywood Adventures of Mr. Dibble and Mr. Dabble" and used it for a radio script.

WITH THE ★ WOMEN ★

By ADELE ALLERHAND

EARLY SPRING posies to Maybelle Jennings, the WJSV Washington commentator, for her door-to-door, short-wave, man in the street interviews... The clever lass knocks at doors and persuades the lurking householder to speak his piece from under his own roof-tree... Eddie Sanz, Paramount's Eastern make-up director, will gladden the feminine heart with chat about facial renovation on the NBC Fashion Show today... WGN's lady of the drama, Alice Hill, spending mornings, afternoons and the p.m.'s between broadcasts at the Passavant Hospital... voice trouble developed on Monday... The Connie Gates deal with Number One Fifth Avenue never coagulated on account of they wanted her to deliver ditties of sophistication too sensational for La Gates' genteel genre... Durelle Alexander can't decide whether to join that show at the Dallas Exposition in competition with the one she graced last year (Casa Manana)... Marie Nordstrom of radio and the theater becomes a permanent member of "Pepper Young's Family" at today's broadcast...

▼ ▼

"Twenty-Five Years Ago This Week", WQXR's program of reminiscence, has ten (count 'em) damsels including a gal called Marguerite Faust who specializes in children's parts... Hildegard, blonde caroller who's Coronation-bound, takes 32 gowns with her and a specially constructed wardrobe trunk 5½ feet high to prevent creasing... Betty Worth, WHN's stock company ingenue, once glorified in the Ziegfeld manner, is heard on "We, the People", "Ripley's Believe It or Not", the Camel program and "Gang Busters"... Eve Love, the publicity lass with the you-all in her voice, temporarily worsted by toxic poisoning... Edythe Wright, the Tommy Dorsey chanteuse, still showing eye and nose scars from the collision with a hit-and-run truck.

▼ ▼

Katherine Garrison Chapin, Philadelphia poetess, brings her lyre to WFIL this afternoon, with the first of a series of poetry broadcasts... "Trouble House's" Ann Elsner will assist at the fly-casting at the invitation of Bob Edge, at the official opening of the trout season at Saddle River... WOAI's femme conductor, Ethel Strong, devoting days each week to presenting her programs in South Texas communities for P.T.A. meetings, church groups and stores... She uses local talent.

RADIO PERSONALITIES

No. 25 in the Series of Who's Who in the Industry

QUIN A. RYAN, manager of WGN, Chicago, has had a colorful career including such vicissitudes as reporter, actor, sports correspondent, magazine editor, advertising man, syndicate humorist, columnist, feature announcer and station manager.



Made radio history at the Scopes trial.....

Born in Chicago, Nov. 17, 1898, he divided his education between Loyola Academy, Northwestern University and the Old Essanay film studios, with early interest fixed in writing and acting.

While in college he became sports correspondent for the Chicago Tribune, and following his graduation came into the local room of that paper as a full-fledged newspaperman.

In 1922, Ryan became a sports columnist for the Herald-Examiner and in the same year tried his hand at the first written radio continuity in Chicago, in verse, which the author read himself.

In 1924 Ryan was an announcer, continuity writer and general utility man for WLS, then under banner of Sears, Roebuck. When the Chi Tribune purchased WDAP and renamed it WGN, Ryan signed up, along with two promising young radio men, Sen Kaney and Jack Nelson, as publicity director.

In 1924 Ryan became manager of WGN. In 1925 when the Scopes trial burst on the bewildered fundamentalists of Tennessee, Quin and his engineers commandeered the courtroom and broadcast the proceedings—which is radio history. Later Quin was named by Judge Kenesaw Mountain Landis along with Graham McNamee to air the first world series to go on the beginning chain of stations.

In February, 1931, Ryan married Roberta Nangle of the society side of the Tribune. In this same year he was renamed manager of WGN, the job he held between 1924 and 1927, and a position he has held ever since.

ORCHESTRAS-MUSIC

MARK WARNOW, signing off the CBS Hit Parade show May 1, switches immediately to the NBC broadcast for same sponsor, May 5th. Program heard 10-10:45 p.m. over NBC-Red web, is sponsored by American Tobacco, with Lord & Thomas the agency. Al Goodman will make a return appearance on the series when he replaces Warnow on the CBS show May 8.

Jan Savitt, KYW musical director and leader of the NBC-Top Hatters swing band, stages a return to the old masters in presenting a violin recital weekly over KYW, Philly, with Martin Gabowitz, concert pianist. Savitt used to be a fiddler with the Philadelphia Orchestra.

Although the CBS Speed Show moves to the coast after the April 24 broadcast, Vincent Lopez has his first airing on that program from the coast May 1.

The first Chicago "Musical Jamboree" bows in Saturday night (Sunday morning) at 4 a.m. at the Chez Paree under the combined sponsorship of Henry Busse and Maurice Stein. It will combine the two great bands at the famed cafe in a clown jamboree when all good musicians let their hair down and perform the antics inherent in every good tune-smith.

Milton Berle introduced the new

Abner Silver-Al Sherman musical revelation "Today I Am a Man" on his Sunday, April 11 program over a coast-to-coast network. The publishers are Mills Music, Inc.

Jack Mills has taken over the American rights to two new English tunes now adding to the gayety of Piccadilly Circus. Francis, Day and Hunter Ltd. offer "I Once Had a Heart, Margarita," by Eddie Lisbona, Tommie Connor and Jupp Schmitz. Peter Maurice Ltd. contributes "When Lights Are Low" by Spencer Williams and Benny Carter. The deal was completed by trans-Atlantic phone.

Helen Marshall completes her first six months as soprano soloist of the Fireside Recitals in the NBC-Red network program of Sunday, April 18, at 7:30 p.m. EST. She had the distinction of enjoying two scholarships at once in the Juilliard School of Music, one in violin and one in voice, before choosing voice as a professional career.

In celebration of Peter Van Steeden's second anniversary as musical director of Town Hall Tonight, Fred Allen turns over the variety half of the show to the bandmaster and his musicians to do as they please with during the Wednesday April 21 broad-

GUEST-ING

BEN BERNIE, WALTER WINCHELL and ALICE FAYE on Hollywood Hotel, April 23 (CBS, 9 p.m.)

JASCHA HEIFETZ, on Ford Sunday Evening Hour, May 9 (CBS, 9 p.m.). GLADYS SWARTHOUT, KATHRYN MEISLE, BIDU SAYAO, MISCHA LEVITZKI and JOSEPH ANTOINE, on same program on succeeding weeks in order named.

STUART ERWIN and RUFÉ DAVIS, on Jack Oakie College, April 20 (CBS, 9:30 p.m.).

LOU HOLTZ, replacing Sheila Barrett, on Rudy Vallee Hour, tonight (NBC-Red, 8 p.m.)

JAMES RENNIE and PEGGY WOOD, on Theater Guide, today (WINS).

ARTHUR BYRON, star of stage and screen, on the Movie Club, tomorrow (WHN-8 p.m.).

JESSICA DRAGONETTE and CHARLES KULLMANN in "The Vagabond King", April 21 (CBS-9:30 p.m.).

JANE PICKENS on "The House That Jack Built", April 23 (NBC-Red, 7:45 p.m.).

Examination for Damskov

Examination before trial of Dorothea Damskov, president of Damskov Inc., suing the Knickerbocker Broadcasting Co. (WMCA) for \$10,000 for breach of contract was ordered yesterday in Supreme Court.

The Damskov suit sets forth that Knickerbocker contracted to give three broadcasts weekly in advertisement of a reducing product sponsored by Damskov, but failed to carry out its agreement.

cast, over the NBC-Red network at 9:00 p.m. EST. Van Steeden will put his Troubadours through their paces in a series of solo and group acts demonstrating their talents and versatility.

Paul Whiteman and his lads will play a series of one-night engagements on their Chicago to New York trek, before embarking on the two weeks they are committed to at Loew's State.

SELL TIME

. WITH SOUND

Make your sales story
BRIEF — CONCISE — DRAMATIC

Record it on a Presto disc and send it to the time buyer. Records bring results. Ask for proof.

PRESTO RECORDING CORP.
149 W. 19th St., N. Y.

NEW BUSINESS

Signed by Stations

Iowa Network

Skelgas Co., five quarter-hours, featuring WMT German Band, through Ferry-Hanley agency, Kansas City; Western Growers Protective Ass'n (lettuce), spot participation on "Magic Kitchen" over WMT-KRNT, through J. Walter Thompson; Washington State Apple Growers, spot on "Magic Kitchen", WMT-KRNT, through J. Walter Thompson; American Tobacco, daily spots on KRNT-WMT, through Lawrence C. Gumbiner agency; Maher's 7-Up Co., Orville Foster's "Day Dreamer", quarter-hour daily soon as time is cleared; Goodman Motor Co., Des Moines, Jimmy Corbin, KSO singing pianist, six weekly quarter-hours; Winterset (Ia.) Monument Co., Betty Jean and Freddie, three quarter-hours weekly over KSO; Kelvinator dealers of Iowa, "Iowa Speaks", half-hour, Saturday nights, with Dale Morgan, Bill Brown and Michael McElroy at the mikes.

Kansas City

WHB: Gorman Furniture Co., with 12-month contract, increases from three quarter-hours daily to six; Wyandotte Furniture Co., supplemented spots with six weekly quarter-hours; Long-Hall Laundry Co., added Sunday program.

WDAF: D. W. Newcomer's Sons Funeral Home, renews annual contract with additional quarter hour Sundays.

KECA, Los Angeles

Davis Perfection Bakeries, 13-week spots, through Bert Butterworth agency; Smilin' Frankie Gordon, 10 weeks of thrice weekly spots, through Milton Weinberg agency.

WFAS, White Plains, N. Y.

Craftsman Products Co. (floor wax), North Hackensack, N. J., Saturday quarter-hour, "Melody Favorites", featuring Lydia Scott with Ran Kaler, starting April 17, through Joseph Stocker, Ramsey, N. J.

WFAA, Dallas

C. S. O. Laboratories (germicide), one-year, thrice weekly, 15-min. pro-

SAN ANTONIO

KABC will air both the local and road games played by San Antonio Baseball Club....Glenn Lee's combo now heard nightly from the Olmos over KABC....Col. Ray Hatfield Gardner ("Arizona Bill") appearing on some station in a new series of programs at 9 a.m. under auspices of Y.M.C.A....Willett's ork now airing through this station....KONO has two new musical programs, The Hilo Trio, followed by Musical Messengers....Percy Barbat recently joined the news staff at WOAI....Mary Ferguson now heard twice weekly over KTSA in music and songs....KMAC adding more music and talent with Home Folks Frolic, Studio Trio and The Mexican Hour.

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:
No. 20 of a Series

WDOO—Chattanooga, Tenn.

5,000 Watts Day—1,000 Watts Night—1280 K.C.

N. A. THOMAS, Pres.

E. W. WINGER, Station Mgr.

WDOO serves a population of a million and a half people within a hundred-mile radius, in the states of Tennessee, Alabama, Georgia and North Carolina. The station was established in 1925 and has been under the same ownership and management since its inauguration. The station broadcasts 17½ hours daily from 6 a.m. to 11:30 p.m.

In October, 1929, WDOO became a member of the Columbia Network and has presented Columbia programs since that time. The continual program of expansion has been carried out since the birth of the station. Today, it is one of the most modern, mechanically, in the entire south, with high fidelity amplification and transmission equipment, and modern vertical radiator. The station staff has grown from two in 1925 to a total of 60 in 1937. In addition to ample studio facilities in the Hotel Patten, the station also maintains a complete radio playhouse in the heart of down-town Chattanooga, with a seating capacity of 650 people. Many of the station's most popular programs are presented from this theater, playing to packed houses.

In addition to presenting CBS programs, news, sports, and the best of local programs, WDOO facilities have always been available to local service organizations such as schools, Boy Scouts, Red Cross, Parent-Teachers, Chamber of Commerce, etc. A report by the F.C.C. in 1936 revealed WDOO as being one of four regional stations in the country presenting an outstanding service to its area. As a result of WDOO's broadcasting activities, radio set ownership in the territory that it serves has shown a higher rate of increase per year than the average through the south.

★ ★ QUOTES ★ ★

PICK and PAT: "In the hey-day of vaudeville the biggest man kept control of his jokes. There were many black eyes passed out to gag-lifters who didn't have the physical strength to back up their material stealing proclivities. But radio has changed all that. Most of the jokes are not worth fighting over a few days after their creation. Radio has put them in the public domain. It surprises us when two leading exponents of humor use the same joke on the same night—and then laugh over it together, later."

ALAN ROBERTS: "Summer affords the greatest opportunity to develop and test the popularity of new artists, at the same time giving listeners diversity and relief from the winter's steady routine shows. Moreover it gives the headliners a chance to rest

and to collect fresh ideas. This summer should either make or break many performers now budding forth as future star material."

LEE WILEY: "Radio definitely doesn't kill the worth of a popular song. If a number is good it will last despite constant usage. People never tire of the popular tunes they like any more than they shun the works of Bach, Beethoven or Brahms. I've found that listeners prefer a tried and true selection that they can whistle or sing rather than a new number with which they have to familiarize themselves, unless the new song happens to be 'one in a thousand'."

CAROL WEYMAN: "Singing and radio work are businesses like everything else but they are nerve-wracking

program featuring Monte Magee, starting April 22; Gulf Refining (Gulf Sprays), twice weekly, 15-min. show featuring Rambling Cowboys, starting April 27; Honey-Youth Inc. (cosmetic), thrice weekly, 15-min., starting April 16, featuring Harry Balkin, "The Success Doctor".

WHO, Des Moines

Gardner Nursery, Osage, Ia., 15-mins. of Iowa Barn Dance Frolic, April 17 and 24.

WHN, New York

Welch Grape Juice Co. (tomato juice), for 13 weeks of two spots daily, Monday through Friday, starting April 19, through H. W. Kastor & Sons advertising agency; Willis Lane Studios, 26 week renewal, effective April 18, "Uncle Tom's Kiddies," weekly; Mulsified Cocoanut Oil, 26-

week renewal, effective April 16, "Movie Club," featuring Radie Harris and guest stars (once) weekly, through Blackett-Sample-Hummert.

KSL, Salt Lake City

Royal Baking Co., "Adventures of Jimmie Allen", thrice weekly.

KOMO, Seattle

Eastern Outfitting Co., new aerial mystery serial, with awards for solution.

KMOX, St. Louis

Hyde Park Beer, "Dope from the Dug-out" from Sportsmen Park, with France Laux at the mike.

KHQ, Spokane

Gilmore Oil Co., Gilmore Circus, produced by Raymond R. Morgan.

★ F. C. C. ★ ACTIVITIES

APPLICATIONS RECEIVED

United Theaters, Inc., San Juan, P. R. CP for new station. 570 kc., 1 Kw., unlimited. WEED, Rocky Mount, N. C. CP for changes in equipment, increase power to 500 watts, frequency to 1240 kc., and operate unlimited hours.

APPLICATIONS RETURNED

McHenry Tichenor, Harlingen, Texas. CP for new station. 1370 kc., 100 watts, unlimited. (Incomplete) Evans & Vandivier, Chickasha, Okla. CP for new station. 1500 kc., 250 watts, daytime. WAAB, Boston. Mod. of license to increase power to 1 Kw.

ing. The really great singers are the ones who can make their listeners believe that singing is easy and that a high note isn't so hard to reach after all. Some singers, it is true, really do sing easily and they are the fortunate ones. Other singers have to work hard but they are all the greater for being able to conceal it."

ARTHUR GODFREY: "In my work with Professor Quiz, I've been able to disprove one of the 'adages of the air'. It is possible to ad-lib on the air, if you find a tasteful, amusing manner in which to do so. Our program uses ad-lib chatter consistently with results that audiences approve and which no one would ever censor."

Coming Events

April 17: Second Annual Radio Show, Shrine Auditorium, Los Angeles.

April 20-23: American Newspaper Publishers' Ass'n annual convention, Waldorf-Astoria, Hotel.

April 24-25: Association of Radio News Editors & Writers executive committee meeting, 360 North Mich. Ave., Chicago.

April 26-28: Association of National Advertisers, semi-annual meeting, Hot Springs.

April 29-May 1: 20th Anniversary Convention of the American Association of Advertising Agencies, Greenbrier Hotel, White Sulphur Springs, W. Va.

May 2-9: National Music Week; David Sarnoff, chairman.

May 3-5: Eighth annual institute for education by radio, Ohio State University, Columbus, O.

May 10-12: Institute of Radio Engineers Silver Anniversary Convention, New York.

May 14-30: Syndicate Professionel des Industries Radioelectriques 14th Annual Salon, Palais Neo-Parnasse, Paris.

May 15-18: Second Annual Congress of Colonial Broadcasting of National Federation of Radio Mfrs. of England, Paris.

May 15-31: Radio and Television Fair, International Exposition Grounds, Paris.

May 23-25: National Radio Service Ass'n convention, Dallas.

June 1-10: Radio-television exposition, Moscow.

June 14: American Federation of Musicians' annual convention, Louisville, Ky.

June 20-23: National Association of Broadcasters' annual convention, Hotel Sherman, Chicago.

June 20-23: Advertising Federation of America's 33rd annual convention, Hotel Pennsylvania, New York.

PROMOTION

KFEL Presentation

KFEL, Denver, has issued a promotional piece with an offset cover showing the various station affiliations and services, such as Transradio Press, Mutual, World Broadcasting System, Transamerican, etc.

Inside is a comprehensive picture of KFEL's coverage maps and considerable market data. The latter includes an item on the City of Denver, how the Denver-ites spend their money and relation of Denver to the State of Colorado. Circulation and radio audience analysis is also presented from data made by Russell B. Williams, radio director of Reinecke-Ellis-Younggreen & Finn, Chicago. Primary area and other coverage, plus maps, conclude the presentation.

Candid Camera With Remote

The candid camera has become a part of the regular remote pick-up squad equipment at WFAS, White Plains. From now on, nemo details covering athletic events, parades, streetcasts, etc., will be instructed to "shoot" snaps of news or promotional value in conjunction with the station's pick-up. Suitable photos will then be used in the station's bi-weekly house-organ, the WFAS NEWS, in promotional data of the sales department, and for the occasional easel-displays used in sponsor's show-windows, theater lobbies, and other places of public gathering.

Good-Will Moves

Clay Center, Neb.—Two exploitation moves to build community good will are being sponsored by KMMJ. Through the station-owned local newspaper a community auction, to which everybody is invited to bring articles for which they no longer have use, is being held this week. The auction is broadcast at 2:30 each day. Station also has allotted a 15-minute period six times a week at 3:30 p.m. to weekly papers in six surrounding towns. Each paper gets one period a week and is allowed to broadcast world news as well as items of purely local interest.

Labor Union Co-Operation

Example of co-operation relationship between a radio station and labor union, is presented by WROK, Rockford, Ill., via an arrangement with the Central Labor Union of Rockford. Last fall WROK established a "Builders" program, time given free by the station to the union. Musical entertainment was supplied by the various union bands and other groups, also dramatic skits. Each program is dedicated to one of the 28 affiliated unions. Copy and program material is prepared by the union.

Lloyd C. Thomas, general manager of the outlet, arranged the tieup as part of WROK's desire to give time to all classes and activities in its area.

Prize Letter Contest

Tennessee Valley Electric Co., with an 8:45 a.m. program over WROL,



"SING TIME"

Sustaining
WOR (Mutual network)
Tuesday, 10-11 p.m.

COMMUNITY SING AND COMEDY, ESTABLISHED ON COAST AND MAKING ITS NETWORK DEBUT.

Program is a commercial on the Coast and originates from the Film-art theater in Los Angeles. Going coast-to-coast on Mutual, the commercial angle remains local and hookup carries it as a sustaining. Ed Lowry acts as emcee, assisted by a large cast of entertainers, including Milton Watson, tenor, Joe Marks, comedian, Peggy Bernier, comedienne, three Bryant Sisters, harmony singers, male quartet, Maxine Lewis, contralto, and others.

Community sing gives the nod to various cities, states and localities with a song from time to time, and considerable continuity along the comedy line. Opening was particularly strong, due to Lowry's "Laugh" bit and for the next half hour was on the upgrade. Latter part of the program to some extent seemed like repetition, but this may be due to the full network not being in on the first half, and also due to the necessity of introducing the talent and going through the usual exposition on what's what for the first web performance.

For the most part the program was very entertaining, but production will have to be so tightened as to avoid making it appear stretched out. Fast moving, however, and should find a welcome spot for itself on Mutual. Lowry always tries to sell his supporting talent, which is a good trait, but on subsequent shows it is desirable that the talent make good and sell itself.

BABE RUTH

Sinclair Refining Co.
WABC (CBS network), Wednesday and Fridays, 10:30-10:45 p.m.
Federal Advertising Agency

A DOPESTER PROGRAM FOR THE BASEBALL FANS.

Initial number in this series of programs featuring Babe Ruth gave the impression that the quarter-hour is designed for the rabid baseball fans and prognosticators of the sport. John King acts as the interlocutor for the Babe, asking all the questions that fans are supposed to be interested in. Major part of program was devoted to predicting the American League winners this year. Babe

Knoxville, is conducting a \$500 prize contest for the best 200-word letter on "Why I Prefer the Grunow Electric Refrigerator with Safe Carrene Refrigerant and Air-conditioning". Contest ends April 30. Extra prizes for the best letter each week.

picked the "Yanks" first with Cleveland, Detroit, Washington, Boston, Chicago, St. Louis and Philadelphia to follow in that order.

Rest of program was taken up by explanation of Sinclair contest and a dramatization of crucial game in which Babe won the game with a home run. Contest will award 522 weekly prizes consisting of two Nash sedans, 20 RCA-Victor auto radios and 500 Spalding baseballs autographed by the Babe. Entry blanks are only available at Sinclair dealers. As the season gets under way program ought to pick up in interest. Wonder is that the sponsor picked such a late time for this type of program. Certain that the kids would like to hear the Babe.

FORD BOND

American Cigarette & Cigar Co.
(Pall Mall cigarettes) WEAf,
daily except Sunday, 6:35-6:45
p.m.

COMPTON ADVERTISING, INC. SNAPPY RESUME OF DAILY SPORTS NEWS DELIVERED WITH PUNCH.

On three counts—selection, diction and snappy delivery—this broadcast of baseball and other sports news by Ford Bond ought to have no trouble attracting the listeners interested in this type of daily reports.

Bond has a good voice and style for sportcasting. If intended for him to attract the male trade in particular, he'll do it. No reason why sport-minded femmes also shouldn't go for the program.

"KABIBBLE KABARET"

With Harry Hershfield
Sustaining
WINS, Wednesdays, 6:15-6:30
p.m.

INFORMAL AND LOOSELY CONDUCTED HODGE-PODGE WITH GUEST TALENT.

With N.T.G. and a batch of girls from the Hollywood Restaurant as his guests, Harry Hershfield put on a willy-nilly jumble as the opening program of this new series. Patricia Gillmore, a young singer with a cute voice, did a couple of numbers. There was some interviewing of a Russian dance team by Hershfield and N.T.G., also other gagging and a specialty or two, all done rather informally and frequently with the confusion of several speaking at once. Perhaps the nature of the guest talent on this occasion wasn't as conducive to mike performance as it could have been. Hershfield can do a good job of emceeing when he has the material.

Traffic Safety Booklet

In reply to one announcement on the night edition of the WOAI (San Antonio) Newscasts, offering listeners a booklet on traffic safety entitled "Fun with Facts" if they sent in a three-cent stamp. Over 353 requests came in within 24 hours.

COMMENTS

On Current Programs

Ben Bernie

If Ben Bernie ever loses his popularity as a maestro, 20th-Century Fox surely would take him on as a press agent. Bernie has plugged the picture "Wake Up and Live," Bernie and Walter Winchell are in it, on every American Can program for the past six weeks and he will bring all the cast to the program next week. Sponsors should clamp down on these over-enthusiastic individuals who insist on plugging themselves. Everybody who is anybody in radio today is or has just made a picture, so the chatter about "my new picture" isn't news to the radio audience. Bernie has the Tuesday, 9-9:30 p.m. spot on the NBC-Blue.

Jimmy Fidler

Jimmy Fidler's last broadcast hit a low in listener interest for this series. Program is now down to a pattern which includes an open letter about some picture star. Mary Pickford and Buddy Rogers were the stars concerned in the latest letter. Fidler wanted to know why all the announcements regarding their wedding, the date and where it would take place. He contended that each announcement called for a new date and location. Fidler's program is sponsored by Procter & Gamble (Drene shampoo) and the soap manufacturer is looking for a wide audience. If the audience who cares about when, where or how Pickford and Rogers finally marry is catered to, the program will not be worth its salt. Fidler reviewed the Bernie-Winchell picture "Wake Up and Live" and gave it "three bells." Program is aired over NBC-Red, 10:30-10:45 p.m.

Packard Hour

Charlie Butterworth, Fred Astaire and Johnny Green's orchestra turned in an hour's entertainment last Tuesday night that must have held plenty of listeners away from the Camel hour opposite. Program was good clean nonsense with ample chuckles. Rendition of "Isn't It a Lovely Day" by Astaire and orchestra, with Green doing a piano solo, was good. Green always could make the ivories talk and should be allowed more time on the program for such numbers. Commercials are plugging a Packard for only \$35 a month, which is the key-note of all Packard's current advertising. Even if you know what the plug is going to be before it starts, it is not hard to take. Program airs on NBC-Red, 9:30-10:30 p.m.

"Music for Moderns"

Differently clad pop music with "fragmentary comments by 'Gul-liver'", originating in studios of KYW, Philly and heard over NBC-Red network as late evening sustaining. Very clever arrangements, included a variation on child's piano exercises, done in symphonic style, and down to "St. Louis Blues". Gal torch singer is also heard. Good listening.

SEE 2 MILLION RISE IN HOME RADIO SETS

(Continued from Page 1)

average week-day (Monday through Friday) in July, 1936. Other conclusions were that there will be 25,000,000 U. S. radio homes this summer, an increase of 2,000,000 over 1936, and that there will be 5,000,000 auto radios in use, one for every fifth car.

NBC will not issue any regular "summertime" booklet but will tie-in with its summertime white space advertising which broke earlier than usual this year. Present plans call for reprints of the Fortune series of ads which will begin in about two weeks. Facts in the ads will be brought up to date, so when the campaign is completed recipient can file the series for future reference.

Radio to Play Big Part In Foreign Trade Week

West Coast Bureau, RADIO DAILY

Los Angeles—Radio, particularly short wave, will play a heavy part in the Los Angeles observance of Foreign Trade Week, with good-will programs and exchange of international back patting, according to Frank D. Andrews, radio chairman.

Already Andrews has located a spot in South Western Los Angeles for a balanced remote control line unit to pick up a series of broadcasts being arranged from The Netherlands, Colombia, Venezuela, Chile, France, Australia, Japan, China, Argentina, the Philippines, Norway, Sweden and Czechoslovakia, during the week of May 15 to May 22.

At least two local stations will be on the air at intervals during the week, and it is possible that one or more national net programs will be used. Besides the short wave programs to be received and rebroadcast here, it is planned to have a series of local programs.

ONE MINUTE INTERVIEW

LEO REISMAN

"More than ten years ago when other orchestras were playing in a delirious marathon tempo, we introduced over the radio the slow type of dance music which seems to be the style today. We came to this matter of playing as a result of that fact that we decided a tune should be played in the mood in which it was written, and not merely performed mechanically to suit the then requirements of the hectic post-war dancer."

★ Coast-to-Coast ★

C. P. SHOFFNER, who started his 14th year of broadcasting over WCAU, Philly, this week, estimates he has answered more than a quarter million queries.

Rosamond Rosenbaum, daughter of Prexy Samuel R. Rosenbaum of WFIL, Philly, will be married in May to Lewis Adams Riley, Jr.

Scott R. DeKins, secretary of St. Louis Chamber of Commerce, is presenting a weekly series over KMOX on the Missouri General Assembly, now in session.

Bryce Oliver, news commentator at WEVD, is guest speaker at tonight's Wagner Law rally of 2,000 girl workers in the paper box industry at the Brooklyn Labor Lyceum.

George Burns and Gracie Allen, on next Monday night's Grapenuts broadcast over NBC-Red, will offer an English playlet, "Tweet, Tweet—Tweedle," with Ray Noble, orchestra leader, and Dick Foran, vocalist, in the script.

Pinky Tomlin, while appearing at the Roxy Theater, Salt Lake City, over the week-end, did some guest singing over KDYL.

Charles Gerson, radio and drama director with Gerson-Visick productions, was a recent Salt Lake City visitor.

Mary Small, appearing at the Hipodrome, Baltimore, aired her Monday program through WBAL in that city.

Frank Barhydt, publicity head of WHB, Kansas City, is out of the hospital following his auto accident. Expected to be at home for another week at least.

John Frantz, formerly of the WNOX (Knoxville) dramatic staff has been promoted to the continuity department.

A new 30-minute show has been built around the "Oscar and Elmer" team on WHBL, Sheboygan, Wis. It's on the air 6:15-6:45 p.m. Mondays, Wednesdays and Fridays. Music is by Jimmy Grier's orchestra and the Uptowners, with a guest star on each show.

Pot of Gold, the contest announcement feature started by Mary Little in her Des Moines Register and Tribune radio columns, is now aired over KRNT five minutes daily by Ronald Cochrane. He calls audience

attention to local and national contests on the air.

H. R. Gross, chief of the WHO news staff, has returned to the airwaves over the Des Moines station after a week's trip to New York and Washington on business for Central Broadcasting Co.

Lila Lindhe of the studio staff at WFAA, Dallas, is now Mrs. Gene Cooper.

Eddie Dunn, announcer on the Lightcrust Doughboys' program for past two years over WBAP, Dallas, returns to WFAA as master of ceremonies for Early Birds program.

Chromium-plated, engraved cowbells—symbols of the WLS National Barn Dance—were presented to 10-year veterans of this program on WLS' 13th anniversary. Entertainers who have appeared on the National Barn Dance for 10 years or more are: the Maple City Four, Ralph Emerson, Tom Owen, Tom Corwine, Grace Wilson, Bill O'Connor, John Brown, Herman Felber and Ted DuMoulin. Engineers Tom Rowe, Charles Nehlsen and William Anderson have handled the controls for the 10-year period. Grace Cassidy and Clementine Legg, secretaries, also received the souvenirs.

Howard S. Keefe of the announcing staff of WSPR, Springfield, Mass., is to speak to students of the Agawam (Mass.) High School, April 26, on "Radio Broadcasting."

Lee Chadwick, scripter and spieler at WTAR, Norfolk, subbed for Sandy Nevins on Sears-Roebuck's "Talk of the Town" while Nevins attended his brother's wedding in N. C.

Jeff Baker, WTAR announcer, preparing to pass out the cigars again next month.

Wayne Cody now has three commercials on WFIL, Philadelphia. They are: "Jolly Man," daily, for Strawbridge & Clothier; "Ole King Cole," thrice weekly, Bachman Chocolate, and "Melody Man," Sundays, Krane Products.

James Allan, program director at WIP, Philadelphia, has started an "announcer's sweepstakes," imposing a quarter fine for announcer boners. Entrants are Ed Wallace, Jack Barry, Sandy Guyer, Howard Jones, John Weber, Howard Brown, Jack Facenda and Don Martin.

Dewey Drum and Dick Faulkner acted as roving reporters at the National Home Show presented by FHA in Charlotte and aired over WSOC.

GBS PRESS SERVICE IS BEING EXPANDED

After a conclusive trial of its exclusive feature news service to out of town radio editors and columnists, CBS press department has decided to enlarge the scope and make it a permanent service. Under the direction of Ben Hyams, assisted by Helen Nolan, more than 200 newspapers have been serviced throughout the country, each paper receiving feature stories and two sheets of notes.

Where two or more newspapers are contacted in one town, each is protected indefinitely on stories sent to the respective editors and the copy may be held in type for weeks without danger of competing paper in town using similar material in the meantime.

Whether week-end service or daily columns are concerned, lineage received as a result of the exclusive method fully warrants enlarging the service according to Don Higgins, head of the CBS press department, who plans to further supplement the work now being done by Hyams and Nolan.

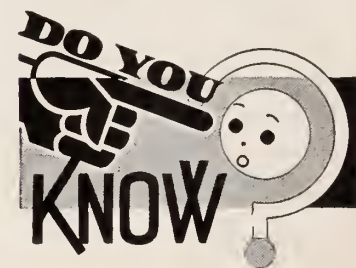
Another item being worked out by CBS is to confer with publicity men of ad agencies in order to avoid duplication. Whenever an agency jumped the gun with a first release, premature or otherwise, the artists or program involved usually was caught in the middle. Present plan being worked out is to share the spot news and regular run of releases, one confining itself to the former and the other handling the latter. In the past considerable bad blood arose over duplication of effort.

Pierre Andre at Chez Paree

Chicago—Pierre Andre, radio announcer, who returned early this week from a brief rest at Palm Springs, Cal., was immediately signed by Joe Jacobson to take over the floor show emceeing the Chez Paree Springtime Fantasy.

Berlin Televises Opera

Berlin—"Erika in the Swallow's Nest", operetta, was successfully presented by television here early this week.



Afghanistan is erecting one of the most powerful short-wave transmitters in the world, to begin operations before the end of this year.



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 48

NEW YORK, N. Y., FRIDAY, APRIL 16, 1937

FIVE CENTS

Chesterfield Goes Sport

23 NEWSCASTS DAILY AT WHBL, SHEBOYGAN

Sheboygan, Wis.—WHBL, The Sheboygan Press station, is now carrying 23 news broadcasts on six days a week, including the half-hour "Headlines and Melodies," news and music period.

Fifteen-minute summaries are presented at 8 a.m. and 6 and 9 p.m.; five-minute periods at 12:25, 12:45, 10 and 10:55 p.m., and flashes at 7, 9, 10, and 11 a.m., 12 noon, and 1, 2, 3, 4, 5, 7 and 8 p.m. In addition,

(Continued on Page 3)

Ed Cashman to Direct Ford Motor Programs

Ed Cashman, who celebrated his sixth year as a member of the CBS production staff on April 13, was named director of the Ford Motor Dealer programs originating from New York on the same date. Cashman will handle the Al Pearce program, Tuesday nights, and the Rex Chandler broadcasts Saturdays. He was formerly in charge of the Saturday Night Swing show, but will no longer be associated with that program.

Heavy on Coronation: 60 Broadcasts by NBC

More than 60 broadcasts already have been scheduled by NBC for the coronation of King George VI on May 12. An equal number of internationally known statesmen, authors, commentators and other personalities will take part in the programs. Seven broadcasts already have been presented. Two are listed for today and there will be one or more on almost every successive day through May 13.

Add Service

Petersburg, Va.—WPHR has another public service feature to its already ample list. In this vicinity are a number of CCC camps which use a bugle call for morning reveille. So Program Director Bill Still of WPHR now opens a program each morning with Bugle Call Reveille. Camps are equipped with p.a. systems to amplify the call.

Eclipse Bulletin

The Arlington observatory has just figured out that the Eclipse of the sun will occur at 3:07 p.m. on June 8 and conclude four minutes later. All of which means that NBC is now booking its eclipse program a quarter-hour earlier, 3:31 p.m., on the Blue network.

CBS UPS WHAS CARD TO \$450 ON MAY 15

Effective May 15, CBS has upped the rate card for WHAS, Louisville, from \$400 per hour to \$450. Half-hour is \$270 and quarter-hour \$180. This is for the 6-11 p.m. (station time) period. Daytime, 8 a.m. to 6 p.m., will be \$225 for the hour, \$135 for half-hour and \$90 for quarter-hour. WHAS is a 50,000 watt.

Sunday afternoon rate, 12 noon to 6 p.m., is \$300 for the hour, \$180 half-hour, and \$120 for 15-minute period. These rates supersede Rate

(Continued on Page 7)

WOR's "Let's Visit" Going Mutual Network

"Let's Visit," WOR program handled by Dave Driscoll and Jerry Danzig, moves to Monday night spot 8:30-9 p.m. and goes Mutual network. Show has been heard at 10 p.m. Sundays, and brings the mike into various homes, without previous preparation or rehearsal. New time is effective on Monday.

C. I. O. Moves to Organize Technicians in Radio Field

A drive to organize 121,500 workers in the communications industry throughout the nation under a CIO charter granted the American Radio Telegraphists Asso. was launched yesterday by a National Communications Organizing Committee. Officers of the new organizing committee include Mervyn Rathborne, president of the radio telegraphers' union, chairman; Douglas Ward, the union's national organizer, secretary, and James B. Carey, president of the United Electrical & Radio Workers of

Daily Baseball Summaries on 60 CBS Stations Starting Monday for Run Through the Summer

SET STATION DETAILS ON FORD'S SAT. SHOW

Final station arrangements for the new Saturday night Ford Motor Dealers' program, which premieres over the CBS network this week, have been set. Station line-ups are unorthodox, with sponsor attempting something new to buck the headaches caused by daylight saving time. Program, split up with an early airing from 7:30-8 p.m. and repeat from 10:45-11:15 p.m., will carry 76 stations on the late show, with only 12 airing the first performance. For the April 17 and 24 broadcasts, however, 40 stations will air 7:30 show, with other 48 carrying repeat. The following week's switch will leave only WABC,

(Continued on Page 8)

Cunningham Resigns As RCA Mfg. President

Resignation of E. T. Cunningham as president of RCA Manufacturing Co. was announced yesterday by David Sarnoff. Cunningham will continue as a member of the board of directors and has been retained as counsel on production, sales and trade relations.

In December, 1930, Cunningham

(Continued on Page 2)

Liggett & Myers Tobacco Co., makers of Chesterfield cigarettes, next Monday will begin a series of baseball resumes on 60 CBS stations, Mondays through Saturdays, 6:35-6:45 p.m. Contract will run for the duration of the baseball season. Paul Douglas, who has been doing a similar CBS program as a sustaining feature, has been selected to announce the program.

The Chesterfield announcement, following so closely upon the start of the Lucky Strike-Edwin C. Hill series, also on CBS, makes it look as though radio advertising by tobacco manufacturers is in for its biggest summer. And once again the trade is crediting George Washington Hill, president of American Tobacco Co.

(Continued on Page 3)

MUSICIANS' UNION BARS MENTION OF FILM STARS

As indicated in RADIO DAILY nearly two weeks ago, Local 802 of the American Federation of Musicians, has gone through with its long-standing resolution barring the mention of film titles on sustaining programs. Mention of such titles will necessitate the orchestra, whether in station studios or at a remote point, being regarded as a commercial broadcasting program, and the minimum fee of \$18 per musician and double for the conductor will have to be paid.

In the case of dance orchestras

(Continued on Page 8)

Seal Insurance

J. Walter Thompson Co., on behalf of its client, Shell Union Oil, has taken out a \$300,000 liability policy on Charlie, a trained seal, which will guest star on the Shell show on the NBC-Red network tomorrow night. NBC house rule requires that agency insure the network against any accident to the seal or the studio audience witnessing the broadcast.

(Continued on Page 3)



Vol. 1, No. 48 Fri., Apr. 16, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk and Verne Bailey, 6425 Hollywood Blvd. Phone Granite 6607.

Application for entry as second-class matter is pending.
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FINANCIAL

(Thursday, Apr. 15)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	168 1/2	167 1/2	167 1/2	- 3/8
Crosley Radio	21 7/8	21 3/4	21 7/8	+ 1/8
Gen. Electric	55	54 3/8	54 3/8	- 3/8
North American	27	26 3/8	26 3/8	- 7/8
RCA Common	10 3/4	10 1/2	10 1/2	- 3/8
RCA First Pfd.	74	74	74	- 1/4
RCA \$5 Pfd. B	(98 Bid)			
Stewart Warner	18 1/8	18	18	...
Zenith Radio	34	32 5/8	34	+ 1

NEW YORK CURB EXCHANGE

Hazeltine Corp.	16 1/2	16 3/8	16 3/8
Majestic			
Nat. Union Radio			

OVER THE COUNTER

	Bid	Asked
CBS A	56 1/2	58 1/2
CBS B	56	58
Stromberg Carlson	15	16

William Neel Appointed NBC Trade News Editor

William R. P. Neel of the NBC press division has been appointed trade editor of that company, effective immediately. He will be in charge of the distribution of all news concerning NBC activities to the radio, advertising and industrial trade press.

Yankee Opener on WMCA

A play-by-play description of New York's opening baseball game at the Yankee Stadium will be broadcast over WMCA Tuesday afternoon, 2:45 to 5:30 p.m.

MARTIN BLOCK'S "MAKE-BELIEVE BALLROOM" A WNEW FEATURE 1250 Kc.

10 to 11 A.M. - - - 5:30 to 7 P.M.

Health Series 15 Years on WGY

Schenectady—Weekly talks by the New York State Health Department have gone into their 15th year over WGY without missing a week. The programs were started two weeks after WGY made its bow on the air in 1922. For the first ten years five or ten minute talks were broadcast. Two years ago a dramatic series called "The Health Hunters," the story of an average American family named Hunter, was introduced. The sketches are written and directed by Thomas Stowell and acted by members of the Health Department. Today recordings are made for release to other New York state stations.

In reporting WGY mail recently, a figure of 34,587 letters for an 11-day period was given. Actual count of all mail coming to the station for the 11 days was 4,4608.

"Everybody's Music" Being Revived by CBS

With the New York Philharmonic broadcasts fading from the CBS web after the April 18 broadcast, the network has announced that it will once again sponsor a series to be known as "Everybody's Music," which was inaugurated last year as a summer feature, with Henry M. Neely as commentator. Symphony now airs 3-5 p.m. Sundays, and new show will take over one hour of that time, 3-4 p.m. Howard Barlow has been selected to conduct the 57-piece symphony orchestra again this year, with W. B. Lewis, vice-president of CBS, Frederick Bethel, director of music division of program department, and Deems Taylor, CBS music consultant, in charge of series. First airing set for April 25.

"Today's Winners" Shifts Time

Webster-Eisenlohr cigar program on WMCA and Inter-City network, entitled "Today's Winners," sports show with Bob Carter, is moving its time to 5:45-6 p.m. in order to avoid conflict with baseball broadcasts which start next week. Broadcasts will include WMCA, WDEL, Wilmington, WOL, Washington, and WCBM, Baltimore. Rebroadcast for WIP at 6-6:15 p.m.

Arrangements for the later time were made yesterday with N. W. Ayer & Son agency.

Fats Waller in Detroit Spot

Detroit—Fats Waller and His Band move today into Eastwood Gardens, Detroit's popular summer spot. Waller will be heard for three nights at 9:30 over WJBK. On Monday Waller will be replaced by Art Mooney and his Club Powhatan musickers, who also will be heard over WJBK, same time.

3 New WOR Announcers

Three new announcers have been added to the WOR staff. They are: Howard Doyle, Carlton Warren and Richard Hubbell. Doyle was formerly with WMCA and WLW; Warren with WICC, Bridgeport, and Hubbell was previously in radio as a writer and actor.

Babcock in Consulting Field

St. Paul—Wayne Babcock, former engineer and operator at KSTP, Twin City independent, has joined the staff of Hector R. Skifter, consulting radio engineer.

WTCN Becomes Outlet For Farm & Home Hour

Minneapolis—WTCN, the Minneapolis Tribune and St. Paul Dispatch-Pioneer Press station, this week became the St. Paul outlet for the National Farm and Home Hour, which for the past eight and a half years has been presented by NBC and associated stations, the U. S. Department of Agriculture and major farm organizations.

A re-arrangement of WTCN programs made an opening for the Hour on the station's schedule and it will be heard at 11:30 a.m. daily except Sunday. WTCN is a member of the basic Blue Network of NBC.

The Farm and Home Hour is the latest addition of Blue network programs to the regular schedule of WTCN, which became an NBC affiliate in January of this year.

Fourth Paramount Program

The fourth weekly edition of "Paramount on Parade," which will be broadcast from the Paramount Hollywood Studio Sunday at noon over the NBC-Red network, will include a scene from "Internes Can't Take Money," the Barbara Stanwyck-Joel McCrea-Lloyd Nolan film. Ida Lupino and Lynne Overman will be heard in a sketch with a background of studio adventures. Kenny Baker and Val and Ernie Stanton will be heard in specialties, with Victor Young conducting the orchestra.

NBC Baseball Salute

Kenesaw Mountain Landis, Ford Frick and William Harridge, the big three of organized baseball, will participate in NBC's 1937 Baseball Roundup broadcast over the NBC-Blue network on Monday, 9:30-10 p.m.

Earlier in the day, Graham McNamee and Tom Manning, NBC baseball reporters, will describe the Athletics-Senators opening game in Washington.

LEO SAYS:
GREETINGS
to Multisified Coconut Oil
Shampoo—starting its third
season with the WHN
Movie Club tonight!

WHN DIAL 1010
AFFILIATED WITH
M-G-M * LOEW'S

COMING and GOING

BILL BURTON, publicity director of Rockwell-O'Keefe, left yesterday for Washington.

GLEN GRAY arrives in Washington this morning.

JOHN T. VORPE, production director of WHK, Cleveland, is in town to discuss station business.

GERTRUDE BERG arrives in New York on Monday from Hollywood.

PAUL K. TRAUTWEIN, president of Mirror Record Corp., left yesterday for a week's business trip to Boston.

DICK FISHELL leaves today for Washington.

BERTRAM LEHBAR left yesterday for the west on a business trip. He is director of WMCA.

RALPH WONDERS leaves New York today for Philadelphia.

Cunningham Resigns As RCA Mfg. President

(Continued from Page 1)

sold his radio tube company to RCA. At the same time RCA began to manufacture the apparatus that it had formerly purchased from others. Early in 1931 Cunningham was appointed by Sarnoff to the position he yesterday resigned.

Barbara Ruddy Signed To Campana Contract

West Coast Bureau, RADIO DAILY

Los Angeles—Barbara Ruddy has signed a 52-week contract as leading lady and singer on Campana's "First Nighter" starting in June. Her contract has options for her exclusive services on this program running to June 1940.

Gouverneur Morris Adapts Own Stories

West Coast Bureau, RADIO DAILY

Hollywood—Gouverneur Morris has made his own radio adaptation of his short story, "The Bride's Dead," the first of his stories to hit the air. It goes on as a part of the Silverwood Short Story Playhouse over KECA, with Lila Lee playing the lead. Cast also includes Joseph Kearns and Cy Kendall.

"It's A Fact!"

You're missing a good bet if you don't have this expertly written daily feature of oddities in the news.

It is INSTANTLY SPONSORABLE!

Write or Wire

VanCronkhite Associates, Inc.
360 NORTH MICHIGAN AVE.
CHICAGO
State 6088

CIO MOVES TO ORGANIZE RADIO FIELD TECHNICIANS

(Continued from Page 1)

Telegraphists' Assn. plans a "structure of organization that will lead to a complete unionization of the workers engaged in various branches of the communications industry and thus serve the interest of the workers involved," as set forth in the agreement. The move affects, among others, 2,500 technicians, operators and service men employed by the broadcasting chains.

Basic demands, although not yet fully formulated, will include a forty-hour, five-day week for all and wage increases throughout the industry, especially in the lower classifications.

The A.R.T.A. at present has 25 locals and a membership of approximately 3,000, 700 of whom are in three New York locals, 400 in four San Francisco locals, and the remainder in locals scattered throughout seaboard cities of the Pacific, Gulf and Atlantic coasts. There are also three inland locals, in Cleveland, Rochester and Buffalo, and one in Honolulu. The bi-annual convention of the A.R.T.A. will take place in New York on Aug. 2, it was announced. Harold Katan is head of the ARTA's broadcast division.

The New York Newspaper Guild, an affiliate of the American Newspaper Guild, is already planning to organize the personnel in the news department of the networks. The Guild's by-laws at present do not allow publicity writers to join, but anyone handling news dispatches is eligible.

VIEWPOINTS

Directs Dramatic Shows

From the Control Room

"I've often been asked why I direct my dramatic radio productions from the control room and not the studio. The answer is very simple. It is impossible to get a true perspective in the studio proper, as the actors do not use normal voice. Secondly, an actor cannot remain in character if the director is giving him instructions and waving madly at him during a broadcast. Thirdly, I work in the control room with the engineer on the production, to get the proper balance of music and sound. This I could never do if I were in the studio. A good actor, thoroughly rehearsed, gives a better performance if left alone."—PHILIP BARRISON.

Network Buildup Helps

If Artist Has Talent

"Network build-ups may help the artist get attention from the dialers for a certain length of time, but attracting the public's ear and creating a good impression are two different things. The most obscure performer, if he has the ability, will eventually win recognition whether he gets a build-up or not. But the one who has little in the way of talent, despite any ballyhoo centered about him, will find himself in oblivion in quick order."—SEDDLEY BROWN.

NEW PROGRAMS—IDEAS

A Program Idea Is Born

Siloam Springs, Ark. — There are more ways than one for skinning a cat. KUOA has proved that from time to time in bursts of desperation and inspiration. KUOA's main studios are located near a power plant. Despite protests, wringing of hands and managerial evidences and demonstrations of disfavor, the whistle always blows at 5 o'clock. This whistle became as much a part of the broadcast schedule as the 5 o'clock commercial.

Something had to be done. From this rather peculiar beginning came an outstanding program and even more strangely a program of Hymns. The program is titled "Harbor of Harmony" and consists of a mixed octet singing beautiful old hymns accompanied by organ and vibraharp. The very smooth flowing program reaches a new high in quality. To the listener the illusion of a great peaceful harbor is perfect but it stands in more startling reality before the radio audience when at the end of the program a distant hoarse whistle coming over the air reminds the listeners that their ship must leave the Harbor of Harmony. This whirlwind finish for the program was accomplished by spraining the clock each evening at five and allowing

the power plant engineer to become a hard working sound effects man.

"Fishing Fantasies"

A new series of dramatic presentations under the seasonal title of "Fishing Fantasies" made its debut this week over WISN, Milwaukee. The program dramatizes fishing stories sent in by listeners and offers outboard motors as prizes for best stories. The campaign will include a number of other Michigan and Wisconsin stations.

The program was produced for the Black Eagle Oil Co. by the Morrison Advertising Agency, who handle the account under the direction of Fred C. Schnake, radio director.

"Fishermen's Forum"

Falling in line with the fishing season, WPG in Atlantic City has added a timely feature known as "Fishermen's Forum," presented each Friday at 10:20 p.m. The program features timely and entertaining data on fishing conditions along the South Jersey coast and also contains information of interest for all of Izaak Walton's disciples. Josh Kitching, "the man at this end of the line," made a fine "catch" of mail on his first broadcast. He was featured in a singing role and also as one of the Subway Boys several years ago.

RADIO EDITORS' FORUM

Third of a series of expressions by the leading radio editors of the country on the general subject of broadcasting.

By WILLIS WERNER

The San Diego (California) Sun

It is always easy to tell the other fellow what to do, and radio has accomplished much, so it should be understood the views expressed below are not necessarily blanket criticism. For the purpose of this argument, the good things of radio will be taken for granted.

The principal annoyances of radio today are:

Spot announcements.

Cutting of musical programs to fit quarter- or half-hour slots plus commercials. Effect: one just begins to enjoy a number when an announcer shouts in your ear.

Still too many exaggerated, over-long commercials which tend to build resentment rather than conviction.

Still too many sponsors who insist their announcers shout as though addressing a huge audience; actually they are heard by huge audience but broken up into individual family groups which do not appreciate being shouted at.

Lopsidedness of listening. On one hand, one or two network programs coming from any number of stations. Only alternative on the other

hand, small stations grinding out records and endless commercials.

Lack (out here anyway) of sparkling, light concert music such as is often heard on foreign short-wave stations but seldom on our airways.

Congested condition of the ether with resultant riot of heterodyning stations filling gaps on dial between locals.

For the future of radio we should like to anticipate some such developments as these:

Specialization in broadcasting, whereby certain stations or chains would feature music, others drama, news, talks.

Crowded channels make long-range reception unsatisfactory, improved network facilities make it unnecessary in an increasing number of instances. A combination might re-

LOUIS ARMSTRONG

AND HIS ORCHESTRA

Fleischmann's Yeast, Fridays,
NBC Blue, 9 P. M.

Paramount, New York
JOE GLASER, PERSONAL MANAGER
ROCKWELL-O'KEEFE, INC.

CHESTERFIELD STARTING DAILY BASEBALL SERIES

(Continued from Page 1)

(Luckies), with starting another trend in radio.

The Chesterfield network only extends as far west as Texas. Luckies, starting with daylight saving, takes in the Pacific coast. The first Chesterfield program will emanate from Washington, with the President throwing out the first ball to officially open the baseball season, thereafter all programs will be keyed from New York. Newell-Emmett Inc. placed the account.

23 Newscasts Daily At WHBL, Sheboygan

(Continued from Page 1)

there's a 15-minute sports summary at 5:45 p.m. and the morning Homemakers' hour contains two special news periods for women.

The Sunday schedule calls for bulletins every hour on the hour, with 15-minute summaries at 9 a.m., 5:15 p.m., and 9 p.m., five-minute periods at 10 and 10:55 p.m., and "Musical News," a half-hour review of the week illustrated with music.

sult in the establishment of low-power twin-stations servicing the immediate area in which they are located.

To paint a picture, San Diego has two radio stations, one NBC, the other Mutual (ex-CBS). Out-of-town reception, from Los Angeles, is desirable but unsatisfactory.

Under this theory of low-powered twin-station specialization we might have a twin NBC station—one wavelength carrying music, another a notch away on the dial with talks; a twin CBS station, a twin Mutual, perhaps an independent unit or two.

The area thus would be thoroughly serviced with non-fading stations, outside reception being made unnecessary. Low power adequately covering the area would reduce operation costs, meanwhile reduce possible interference with similar complete coverage in nearby local areas. Other bands still would be available for long-range regional stations to service isolated or rural areas.

This is perhaps an imperfect theory, but anyway it is an idea.

"BARON MUNCHAUSEN"

JACK PEARL

RALEIGH and

KOOL CIGARETTES

WJZ-10 P. M. E.S.T.—Friday
NBC Network

Dir.: A. & S. LYONS, Inc.

PROMOTION

KSTP 1937 Market Data

St. Paul — KSTP's new "Standard Market Data" for 1937, the station's second annual yearbook of facts on the Twin City area, is off the presses this week and in the mails.

The new book points out several important new facts about the region:

First, the advancement during the past year of the Twin City area from the eighth to seventh retail market area of the nation.

Second, a more than 500,000 population increase in the station's primary coverage area because of its new \$300,000 transmitter re-location and re-designing project; also an increase of nearly 2,500,000 in the station's total coverage since the new installation.

Third, a \$78,179,000 increase over 1935 in the cash income of Minnesota farmers; and, fourth, an increase of nearly \$800,000,000 in Twin Cities' buying power over 1935.

"Bulletin Board" Campaign

Star Radio Programs Inc. starts a promotion drive next week on its most popular feature, the Morning Bulletin Board. Part of the mail campaign will feature a full page Bulletin Board ad run by one of Star's subscribers, KCKN, in a Kansas City newspaper. On May 1, under the direction of Burke Boyce, the firm's program director, several new features will be added to the Morning Bulletin Board. Boyce, former NBC continuity head, believes, with others, that there is a definite need for individual showmanship in the small station field. The Bulletin Board was designed with this thought in mind and the script offers station program directors an excellent opportunity for building their own showmanship and their station's own personality into the program.

Baseball Score Books

Texaco, sponsoring Hal Totten's airing of baseball each afternoon over WCFL, Chicago, are offering copies of Totten's 1937 Score Book as a merchandising tie-in and will give over 100,000 copies to listeners. W9XAA, short wave transmitter of the Labor station will not air games miked by Totten as formerly believed. Ruling deprives shut-ins and fans in isolated areas of their diamond sport description.

1	9	3	7
SUN	MON	TUE	WED
4	5	6	7
10	11	12	13
17	18	19	20
24	25	26	27

April 16

Greetings from Radio Daily to

Milton J. Cross
Lester Tremayne
Lou Goldberg



● ● ● The deal for Texaco putting "Bingo" on the air fell through. . . . The new director at CBS is Bill Robeson from California, who handled the Sears-Roebuck show there. . . . Ed Byron, agency radio exec, joined the United Press yesterday. . . . Fran Elliott, CBS hostess, is back at work, her friends will be happy to learn. . . . Althea Hoffman has resigned from the research dept. of Phillips H. Lord, and joins the J. Walter Thompson agency immediately, doing writing and research on the Joe Cook show. . . . Mishel Fiastro will pinch-hit for Erno Rapee Sunday on the General Motors concert, because of the latter's continued illness. . . . Vincent Lopez is another baton-wielder bedded with la grippe and may miss the Grace Moore show this week. . . . Kelvin Keech has been invited by Gov. Hoffman to attend the dinner for New Jersey Senators at the New Yorker, making him the only outsider. . . . Vincent Travers is looking for a femme vocalist. . . . He's at the French Casino. . . . Jerry Cooper replaces Fred MacMurray, May 28.

● ● ● Jan Garber opens at the Earle in Philly today. . . . Irving Kaufman's wife (he's Lazy Dan), Belle Brooks, writes the complete script for his National Silver show via WOR. . . . Frank Banter (he's the pianist) lost his sister. . . . Phil Napoleon has been signed by MCA. . . . Press agent Sam Blake will start publicizing 52nd Street FROM Broadway TO 8th Ave., organizing the seven eateries in this sector to compete against the nite clubs east of Broadway. . . . Val Irving of Jackson, Irving and Reeve, starts a single this week. . . . Guy Lombardo gets this week's Pilot Award—to be announced Monday.

● ● ● Kate Smith starts for General Foods three weeks after fading for A. & P., which will be toward the end of July. . . . Hour show will be titled, "Kate Smith's Hour". . . . Ted Collins says that he will retain his Thursday time on COLUMBIA. . . . Professor Quiz's show next Saturday will emanate for the first time from outside New York, coming from Springfield, Mass. . . . Idea is to see what it'll sound like away from "home". . . . Mary Ellen Phillips of the Kudner agency rushed to the hospital with appendicitis. . . . Gus Arnheim follows Lennie Hayton into the New Yorker after the latter concludes his four-week engagement there. . . . Kay Thompson made a recording for Victor on Wednesday with hubby Jack Jenny conducting the band. . . . Leon and Eddie toast Jack Waldron on Sunday night at their celebrity shindig because Jack concludes the longest run of emcee on Broadway—at the Hollywood for the past two and a half years.

● ● ● Thank you, Arthur (Street Singer) Tracy for writing to say the RADIO DAILY is liked by you and others over in Merry Ol' Lunnon. . . . We, over here, know that you're doing swell at the Music Halls there; that you're just beginning your third flicker and that every Sunday your voice rings across the British Isles, sponsored by Tokalon powder, an Erwin Wasey account. . . . On Wednesday at 12:30 in the Victoria Hotel, promotion and advertising men of the radio industry will meet for a social get-together. . . . It's Gene (WOR) Thomas' idea and may develop into a bi-monthly affair. . . . Associated Advertising Men of N. Y. hold a Monte Carlo nite at the Pennsylvania tomorrow.

● ● ● Mickey Alpert's audition for CBS is on for Monday nite. Show will feature ten stooges with an orchestra conducted by Pat Harrington, clown of Jack White's Club 18. . . . Bob Ross and Allen Lipscomb scripted with Brewster Morgan directing. . . .

NEW BUSINESS

Signed by Stations

WBTV, Danville, Va.

New accounts signed by Commercial Manager Ovelton Maxey over the past two months: Atlantic Ice & Coal Co. (ale and beer), 4 daily spots, 13 weeks; Clements Chism & Parker (furniture and frigidaire), four 15-min. programs, 13 weeks; Darling Shop, six 5-min. daily programs, 52 weeks; Budget Shop, 13 announcements; Sample Furniture Co., two 15-min. programs weekly, 13 weeks; Wyatt Buick Co. (used cars), 312 spots; Schoolfield Jamboree, 10 participating sponsors, hour weekly, 13 weeks; Mountain William Revue, 10 participating sponsors, half-hour weekly, 13 weeks; Moskins Inc. (clothing), 312 spots; Danville Plumbing, Heating & Electric, Inc., 312 spots; W. R. Purdum (paints), 312 spots; Chevrolet Motor, renewal, two 15-min. weekly programs, 13 weeks; People's Oil Co., 312 spots; Martinsville on Parade, 10 participating sponsors, half-hour weekly, 13 weeks; J. & J. Kaufman (men's clothes), 624 spots; Sears-Roebuck, half-hour weekly, 13 weeks; Eske-lund's Beauty Shop, 312 spots; People's Auto Supply, 15-min. program weekly, 13 weeks; Merit Shoe Co., 15-min. weekly, 13 weeks; L. Herman Dept. Store, half-hour daily, 52 weeks; Goodrich Silverton Stores, two 15-mins. weekly, 13 weeks; People's Furniture Co., 15-min. weekly, 13 weeks; Swain Watson, Inc. (hardware), two 15-mins. weekly, 13 weeks.

KNX, Los Angeles

Klingtite Products, spot in Fletcher Wiley's participating program, to run indefinitely, through Allied Advertising Agency.

WXYZ and Mich. Network

NuNuts Foods Inc., Plainwell, Mich. (Cream of Nuts, Homogenized), 15-min. "Music in the Morning," featuring Richard Rolland, baritone, and his Strollers, starting April 19 at 10 a.m., five days a week.

WISN, Milwaukee

Black Eagle Oil Co., through Morrison Advertising Agency, Milwaukee, series of dramatic episodes, "Fishing Fantasies," Mondays.

WNEW, New York

Madison Personal Loan, 13 weeks with "Lend Me a Hand," program which begins tonight, 9:30-10:30 p.m. Martin Block conducts new series. Sponsors has been doing spot business and bankrolling portion on "Make-Believe Ballroom" on same station.

"Kitty Kelly" Time Switch

"Pretty Kitty Kelly" changes from the 6:45-7 p.m. spot Mondays through Fridays to an afternoon spot, 1:15-1:30, with a rebroadcast from 4:15-4:30, effective April 26.

WITH THE ★ WOMEN ★

By ADELE ALLERHAND

HELEN MENKEN, the stage's most recent contribution to the air, loved every minute of her Wednesday night debut on the Aspirin program... Insisted it was just like an opening night, with the attendant excitement and the subsequent immersion in the part... Demanded an audience in the studio... Likes their reactions, and believes they come expecting to be pleased... Doesn't approve of directed applause... Her conviction is an actor is as good as his material, therefore radio scripts as well as plays should be top of the heap... Instinctively uses all her wealth of gesture, result of stage conditioning, before the mike, which adds a particular poignancy to her performance, since the other radiators, trained in the ether school, are immobile... Histrionic anomalies... Played Elizabeth in "Mary of Scotland" and Josephine in her guest-shot on the Kate Smith program... Starred in the "Old Maid", but her air vehicle is "Second Husband"....

Enid Beaupre of the NBC advertising and sales promotion dept. will reveal a "Woman's Viewpoint of Radio from the Inside" to the Easton (Pa.) branch of the American Association of University Women.... Geraldine Garrick, who scripts WMCA's "Warning Signals", was commercial dramatic director at CBS for two years... Martha Spalding, H. Dean Fitzer's sec (he's general manager of WDAF) has become a member in good standing of the cast of the Insured Savings and Loan Associations' program, as a result of impromptu subbing on last Sunday's program... Linda Lee, the Whiteman vocalizing eye-filler, doing lots to help Paul and the boys pack them in at the Drake in Chi.... Midge Smith, Eve Love's amanuensis, and Zeke Manners, have gone coast-to-coast... The U.S. mails carry many missives back and forth for them....

General Motors program will have Kitty Carlisle as its May 9 guest-artist... Mary Knight, Lit. Digest scribe who was only femme foreign correspondent for U.P.—whose "We Cover the World", a compendium of articles by world-famous correspondents, appeared yesterday—is attracting the interested gaze of radio talent-snatchers....

RADIO PERSONALITIES

No. 26 in the Series of Who's Who in the Industry

NILES TRAMMELL, vice-president and manager of the Central Division of NBC with offices in Chicago, has been in charge of the network's midwest activities for nine years.

Born in Marietta, Ga., July 6, 1894, he is a member of a well-known Southern family.



Built up NBC in the middle west

Trammell's preparatory and college schooling was at Sewanee, Tenn., where he attended the Military Academy and the University of the South. In college he was a member of Kappa Alpha and a star end in football. When the U. S. entered the World War he left school and was commissioned a Lieutenant in the Regular Army.

On resigning from the service in 1923 he went to work for RCA and has remained with that company and its subsidiary, NBC, ever since.

From April, 1923, until January, 1925, when he was appointed assistant sales manager of the Pacific Coast, he was moved rapidly about from one assignment to another.

Trammell remained in San Francisco as ass't sales manager until March, 1928, when he was summoned to New York to work for NBC—then less than a year and a half old. Two months later, in May, 1928, the task of building NBC in the midwest was handed to him and he moved to Chicago as manager. The following March he was made vice-president.

Under his leadership two powerful Chicago stations have been added to the network and the Central Division has increased rapidly in size and activity until now more than 1,800 programs a month, including nearly 1,000 network programs, originate in Chicago studios.

ORCHESTRAS - MUSIC

PHIL SPITALNY says goodbye to his afternoon series on April 19 with a program of musical tributes to the evening "Night-Time Serenaders," "Deep Night," "You and the Night and the Music," "Serenade in the Night," "Night and Day" and "When Day Is Done."

Maestro Ray Noble will combine the playing of a character part, that of an English butler, with his music-making, on the April 19 broadcast of the Burns and Allen show at the special request of the network nitwits.

Paul Hindemith, composer, will broadcast a program of his music on April 18 in connection with his first visit to this country. Nathan Shepard Lincoln will act as commentator, 2-2:30 p.m.

Raymond Paige, "Hollywood Hotel" maestro and youngest conductor ever to present a Hollywood Bowl concert, on July 8 will again offer a "Symphony Under the Stars" concert at the film city's music center.

Jack Jenney, trombonist and band-leader, states that although the normal music tempo is 72 beats the average swing song hovers between 88 and 90 beats and that the fast pace indicates that Americans have passed from the doldrums of depression to the exhilarating feeling that accompanies the return of business stability.

Michael Zarin and his Orchestra,

now making merry in their third season in the Empire Room of the Waldorf Astoria broadcast regularly over the Mutual Coast to Coast Network.

Horacio Zito and Ork debut at Le Coq Rouge on Tuesday.

Everett Hoagland and band leave the Blackstone Hotel in Fort Worth, Texas, April 24, after a four months' engagement there, in favor of an Oklahoma City engagement. They were heard over WBAP, in the Blackstone Hotel, several times weekly.

Spring opera will be broadcast from the Met. via NBC and the Red web, effective May 8. The first opera to be aired will be Smetana's "Bartered Bride," on that date.

Joe Marsala, batonist of the Chicagoans, who made a guest appearance as clarinet soloist on the WABC "Spring Sessions," has been signed for a repeat performance with his entire band for the May 1 airing.

KDKA Boys' and Girls' Program

KDKA, Pittsburgh, will present a special program in connection with International Boys and Girls Week, which starts April 26. Reverend William Wise, of Christ Methodist Episcopal Church, will be the speaker and the program is scheduled for 4:30 p.m. April 28.

★ F. C. C. ★ ACTIVITIES

EXAMINER'S RECOMMENDATIONS

KINY, Juneau, Alaska. CP for change in frequency and power to 1430 kc., 250 watts, unlimited, be denied.

W. H. Marolf, Escanaba, Mich. CP for new station. 1500 kc., 100 watts, unlimited, be denied.

Escanaba Daily Press Co., Escanaba. CP for new station. 1500 kc., 100 watts, daytime, be dismissed.

Ralph Beal to Present Paper on Television

A paper on television will be one of the features of the Spring Meeting of the Society of Motion Picture Engineers to be held at the Hollywood-Roosevelt Hotel, Hollywood, May 24-28.

Ralph R. Beal, Research Supervisor of RCA will deliver the paper, entitled, "RCA Developments in Television."

Rockwell-O'Keefe Sets Orks

West Coast Bureau, RADIO DAILY

Los Angeles — Rockwell-O'Keefe has set Earl Hines' orchestra at the Cotton Club, April 27-May 25. The Casa Loma Orchestra opens at the Palomar to be followed by Bob Crosby. Jimmy Dorsey is now on tour and plays the University of Arizona Pan-Hellenic and Interfraternal Ball, April 17. Les Hite starts a series of one night dates going east.

NBC Spring Dance

NBC Athletic Association will hold its spring dance in the main ballroom of the Hotel Roosevelt on May 7. Pert Van Steeden and his orchestra will play for dancing. Tickets \$2.50 each.

AD AGENCIES

D. B. HAUSE, for the past 14 years advertising and sales promotion manager of Sprague, Warner & Co., Chicago, will join the Chicago office of L. W. Ramsey Co. on May 1. Hause will be retained as an account executive.

H. P. FORRESTER, formerly manager of New York office of Corday & Gross Co., has joined Fuller & Smith & Ross as account executive.

THE SONGBIRD OF THE SOUTH

KATE SMITH

A & P BANDWAGON

THURSDAYS

CBS NETWORK 8-9 P.M., E.S.T.

EXCL. MANAGEMENT TED COLLINS



WALTER CRAIG, producer of the Rubino Chevrolet program, has signed Carmel Myers for a series of five appearances, doing the song-monologs that have been her most recent specialty. Ella Logan has been signed for the April 18 show.

High spots in the cast—except Walter Winchell—will be guests on next week's Ben Bernie program, doing scenes from "Wake Up and Live". Understood that Winchell will be Ben's guest the week following, as a further build-up for his picture.

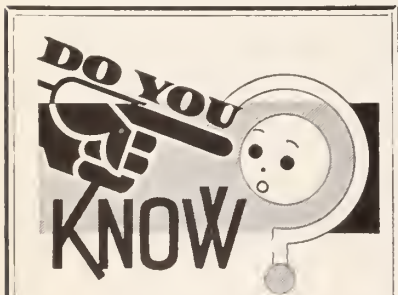
Walter McCreery of Allied Advertising Agencies has taken over publicity and exploitation for Los Angeles Six Day Bicycle races, April 21-27. Ken Baxton will announce them when they go on the air—station not yet announced.

Sale of Raymond R. Morgan's disk series, "Drums," reported for WDAF, Kansas City, Hogan Advertising Co.; for KTUL, Tulsa, Oklahoma, La France Cleaners & Dyers, and to 2GB, Sydney, Australia, where it was bought by the station.

Linton Wells, war correspondent, author, 'round the world stowaway and radio commentator, has signed a year's contract with Samuel Goldwyn, to be Eastern and European publicity representative, to make two European trips yearly, six Hollywood trips. Contract leaves him free to broadcast on his own.

Mayor Shaw Committee of 100,000 has signed, through Ray Davidson agency, for a series of seven 15-minute broadcasts stretching from this week through May 2, to go on KFI and for seven on KECA, running through to May 3.

Arthur Tibbals' recording plant is getting squared away to start next week on a series of 100 15-minute transcriptions, "The Adventures of Tom Brown", planned to provide a clean adventure serial for boys. Series will have several giveaways to tie in with commercial sponsors. Jack Lescoulie (of Starlight Review, etc.), Mark Brennenman, John Prince and Les Thomas have been signed for the lead parts.



In 1861, Philip Reis of Germany made a make-and-break platinum contact microphone capable of transmitting musical sounds.

☆ Coast-to-Coast ☆

PAUL W. NORRIS, program director at WSOC, Charlotte, N. C., is laid up by the measles. Charles Glenn Hicks is acting program director in the absence of Norris.

Dr. L. F. Rayburn, member of the sales staff at WMT, Cedar Rapids, after being connected with the station for the last three years, has decided that the job is permanent and has moved his family to Cedar Rapids from Oskaloosa.

Gif and Harry Bixbee of the engineering staff at WCAE, Pittsburgh, are settling in Dormont for the summer.

WCAE's chief engineer Jim Schultz and Jimmy Greenwood, one of his assistants, are camera enthusiasts.

The Jay Dennis Girls, presented by Bill Duffield and Ben Greene, open a three-week engagement at the Roxy Theater today. There are 12 girls in the unit and they are said to have radio possibilities.

Funeral services were held Wednesday in Ft. Wayne, Ind., for Paul D. Maxwell, former chief engineer of KSO, Clarinda, Ia. He died April 11 in Chicago.

Four members of the KMOX, St. Louis, staff were made members of the Hoboes of America when a "hobo jungle camp" program was broadcast to CBS network the other day. Quartet are Larry Neville, J. Norman Green, Elmer Mueller and Jerry Hoekstra.

Gene Cagle has been named assistant baseball announcer to help Zack Hurt, chief announcer, in handling the 161 sponsored games scheduled for KFJZ this season.

"Music in the Morning," with Richard Rolland, baritone, and his Strollers, a modern instrumental ensemble, will succeed Gus Clark's "Fun in a Nutshell" over WXYZ and the Michigan network on Monday, it is announced by H. Allen Campbell, general manager of King-Trendle Broadcasting Corp., Detroit. The new show, as well as the old, sponsored by Nut-Nuts Foods, Inc., five days a week.

When Mutual Broadcasting System airs the world premiere of the Janet Gaynor picture, "A Star Is Born," which will debut at Grauman's Chinese theater, Los Angeles, on Tuesday, George Fischer, movie commentator-columnist, will officiate in bringing the celebs to the mikc. Scene from pix may also be presnted on the broadcast, which originates through the facilities of KHJ and Don Lee web.

Barnacle Bill, WMCA artist, heard in a program of songs will broadcast

at a new hour starting Monday, April 19. The new schedule will be 8:15 a.m., Monday through Saturday, and 10:15 a.m. on Sundays.

WBAL, Baltimore, today will air an exclusive half-hour broadcast, 4:40 p.m., in connection with the annual convention of the Maryland Federation of Music Clubs.

A "Testing Kitchen" service, with a seal of approval issued over the signature of Martha Lane to sponsors' products which measure up, has been added to "The American Kitchen" home economics feature being recorded by Mertens & Price Inc., Los Angeles. As Gold Medal's original Betty Crocker, Mrs. Lane established Washburn-Crosby's testing kitchen and organized its plan of kitchen-tested recipes.

David F. Syme, managing director of Station 3HA in Western Victoria and 3TR in Gippsland, is in Hollywood checking the transcription and script market for his chain of stations. Mrs. Syme accompanies the radio tycoon.

Elizabeth Judson, who handled radio for the Barnes Chase Company in San Diego, has returned to her first advertising love in New York, and is succeeded in San Diego by David Titus.

Bob Carter, former NBC network singer, will make his first appearance on the KDKA (Pittsburgh) Strollers Matinee Tuesday. Jean Galbraith will represent the treble clef with other songs and Bob Keller will add another page to life story of Elmer and Elsie on the same program. For Thursday, the Strollers will feature Lois Best and Ted Yearsley in songs and Dale Jackson with a fresh skit in the character of the irrepressible Tipperary chap, Alf Blodgett.

In appreciation of the excellent work they have done for him during their association of more than a year, Jack Benny will reward his script writers, Bill Morrow and Ed Beloin, with a free European trip when the comedian vacations for the summer. The writing pair will accompany Benny and frau Mary Livingstone abroad.

The Atlantic City Daily World moves its City Desk to the WPG microphone each Wednesday at 5:15 as Vincent Clark, eminent journalist, gives the radio audience the actual "stories behind the news." Diplomacy, plots, reporters' strategy and scoops alternate with other interesting highlights.

Berenice Fink, who, because of her efficiency as service manager for

GUEST-ING

ROSCO ATES, ANN LESTER and CECIL MACK CHOIR, on Brooklyn Paramount Professional Parade, with Buddy Walker as m.c., tonight (WMCA, 9:30 p.m.).

NIELA GOODELLE, on Ed Wynn program, April 24 (NBC-Blue, 8 p.m.).

WINIFRED CECIL, on American Album of Familiar Music, April 18 (NBC-Red, 9:30 p.m.).

BILL TERRY, manager of N. Y. Giants, and BURLEIGH GRIMES, manager of Brooklyn Dodgers, on Al Pearce program, April 20 (CBS, 9 p.m.).

CLARENCE DERWENT, on Charlotte Buchwald's Playgoer program, April 20 (WMCA, 1:45 p.m.).

ANTHONY KEMBLE COOPER, interviewed by Frankie Basch, today (WMCA, 2:15 p.m.).

ELLSWORTH VINES and FRED PERRY, on SAM TAUB'S "Hours of Champions," April 18 (WHN, 1 p.m.).

LEONARD LIEBLING, music critic, on Music Box Program, tomorrow (WHN, 6:15 p.m.).

WALTER WINCHELL will appear on Ben Bernie's program Tuesday.

FRITZI SCHEFF, JULES GARFIELD of "Having A Wonderful Time", and MITZIE HAYNES of "Behind Red Lights", lead the list of guest stars for Chamberlain Brown's broadcast Monday (WMCA, 3:30 p.m.). Others lined up are Maida Reade, Earl Eby, Anne Nichols, Joe Cook, Jr., Fay Baker, Harold Cummings, Herbert Lyle, tenor of "Blossom Time", Dorothy Ruben, Berta Donn and Renee Carroll.

BERT SWOR, LOU LUBIN and ARLINE JACKSON, on Al Pearce show, April 27 (CBS, 9 p.m.).

Mertens & Price Inc., Los Angeles disreators, is known as "Mr." Fink to scores of station staffs, has become a member of the corporation and a director. Miss Fink is a graduate of Redlands University, had several years of newspaper experience, and then served with the San Bernardino Chamber of Commerce.

KTAT, Fort Worth, broadcast the thirteenth annual Golden Deed Award banquet of the Ft. Worth Exchange Club, marking the first time this affair has been on the air waves. Many distinguished personages, including Gov. James V. Allred, paid tribute to Stanley A. Thompson, the honoree. A build-up from the studio acquainted listeners with the purpose of the organization before the affair was picked up from the ritzy Ft. Worth Club.

Rev. Robert Fraser, noted singing, blind evangelist, has been compelled to transfer his program from the Neptune Studio of WPG to the First M.E. Church in Atlantic City in order to meet the demands of those who wished to witness his broadcasts.

NEW PATENTS

Radio and Television

Compiled by

John B. Brady, Attorney

Washington, D. C.

2,076,633—Electron Tube. Donald G. Haines, Bloomfield, N. J., assignor to RCA.

2,076,662—Electron Tube. Fritz Michelsen, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,076,761—Incandescent Cathode. Johannes Richter, Bernhard Hensel and Kurt Hess, Berlin, Germany, assignors to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,076,674—Television Apparatus. Fritz Schroter, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,076,685—Modulated Carrier Wave Transmitter. William S. L. Tringham, Surrey, England, assignor to RCA.

2,076,710—Radio Direction Finding System. Harry M. Dowsett, Winchmore Hill, London, England, and Roland J. Kemp, Chelmsford, England, assignors to RCA.

2,076,731—Centralized Radio System. Ernst Krueger, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,076,771—Radio Receiver Construction. Leonard E. Eastman and Clarence B. Knudson, Springfield, Mass., assignors to United American Bosch Corp.

2,076,787—Variable Carrier System. Edmund A. Laport, Glen Ridge, N. J., assignor to Wired Radio, Inc.

2,076,803—Noise Suppression Circuit. Jacob von Slooten, Eindhoven, Netherlands, assignor to RCA.

2,076,812—Tuning Selectivity Control Circuit. Paul O. Farnham, Boonton, N. J., assignor to RCA.

2,076,814—Automatic Gain Control. Christopher J. Franks, Boonton, N. J., assignor to RCA.

2,076,874—Electrical Condenser. John J. Auryinger, Takoma Park, Md.

2,076,900—Radio Control Device. Carl H. Langley, Los Angeles, Calif., assignor of 45 per cent to Philip K. Wiseman.

2,077,030—Television Apparatus. Charles A. Birch-Field, Larchmont, N. Y., assignor, by mesne assignments, to Mildred S. Reisman.

2,077,031—Television Apparatus. Charles A. Birch-Field, Larchmont, N. Y., assignor, by mesne assignments, to Mildred S. Reisman.

2,077,045—Wave Signaling System. Clyde K. Huxtable, Flushing, N. Y., assignor to Hazeltine Corp.

2,077,049—Signal Selecting System. William A. MacDonald, Little Neck, N. Y., assignor to Hazeltine Corp.

2,077,069—Radio Receiver. Rudolf Rehnitz, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,077,126—Volume Control Arrangement. William J. O'Brien, Chicago, Ill., assignor to RCA.

2,077,139—Automatic Gain Control Circuit. Hans Bartels and Hans Friedrich, Berlin, Germany, assignors to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,077,156—Electron Discharge Device. Victor L. Ronci, Brooklyn, N. Y., assignor to Bell Telephone Laboratories, Inc.

2,077,160—Radio Transmitter. Henry D. Wilson, Jr., South Orange, N. J., assignor to Bell Telephone Laboratories, Inc.

2,077,179—Standby Tube System. Francis L. Moseley, Pelham, N. Y., and John L. Bird, Radburn, N. J., assignors to Sperry Gyroscope Co. Inc.

2,077,177—Electron Discharge Device. James O. McNally, Maplewood, N. J., assignor to Bell Telephone Laboratories, Inc.

2,077,196—Airplane Landing Field Using Directional Radio Beams. Ernst F. W. Alexanderson, Schenectady, N. Y., and John H. Hammond, Jr., Gloucester, Mass., assignors to General Electric Co.

2,077,205—Radio Receiver. Stewart Becker, Schenectady, N. Y., assignor to General Electric Co.

2,077,223—Modulation System. Murray G. Crosby, Riverhead, N. Y., assignor to RCA.

2,077,269—Oscillation Generator. Kurt Schlesinger, Berlin.

2,077,270—Braun Tube. Kurt Schlesinger, Berlin.

2,077,272—Braun Tube. Kurt Schlesinger, Berlin.

2,077,284—Automobile Radio Receiver. Ed-



"SECOND HUSBAND"

with Helen Menken

Sterling Products Inc. (Bayer aspirin)

WJZ (NBC-Blue Network)

Wednesdays 8:30-9 p.m.

Blackett-Sample Hummert, Inc.

SIMPLE DRAMA, WITH EXCELLENT PACING AND AUTHENTIC EMOTIONAL APPEAL.

Bringing much of the glamor of the theater to the air, this program, starring Helen Menken, should exercise a universal appeal. The drama is predicated upon simple, human emotions, dealing, as it does with the effort of a widow to rear her children in the face of the further claims life makes on her. Helen Menken does a beautifully sensitive job, with Janice Gilbert and Jimmy Donnelly displaying adult poise as the children. Joe Curtin, the love interest, is a worthy protagonist for Miss Menken.

MAX BAER-TOMMY FARR FIGHT

Special Event

WABC (CBS network), April 15,
4:30-5:35 p.m. EST.

UNRUFFLED RINGSIDE DESCRIPTION. UNLIKE SPIRITED U.S. FIGHT BROADCASTS.

Compared with the ringside broadcasts of fistic matches in this country, the transatlantic description of the Baer-Farr match was a calm and cool affair. The principal commen-

QUOTES

RICHARD BONELLI "Capable translations would go a long way toward popularizing the great musical works with the American public. My idea of a capable translation requires the services of a thorough student of English, a thorough student of Italian, German or whatever the original language may be; and a singer or conductor to preside over the collaboration and see that everything is lined up properly. The last mentioned job would be mine."

MYRTLE VAIL: "Murder someone! Not in real life . . . but in a radio script! Mystery and suspense always add interest to a story."

mund J. Te Pas, Rocky River, O., assignor to Walter A. Frantz.

2,077,288—Cathode Ray Tube. Manfred von Ardenne and Siegmund Loewe, Berlin; said von Ardenne assignor to Radioaktiengesellschaft D. S. Loewe.

2,077,289—Method of and Arrangement for Receiving Short Waves. Manfred von Ardenne, Berlin.

2,077,290—Method of and Arrangement for Receiving Short Waves. Manfred von Ardenne, Berlin.

2,077,314—Device for Distant Control. Heinrich Eberhard and Walther Gutzke, Berlin.

2,077,326—Multistage Valve. Paul Kapteyn, Berlin.

tator, a gentleman with a dignified manner of speech and a touch of effortless humor in his observations, talked mostly in subdued tones and without getting very excited about it all. It was as though he were describing a parlor ping-pong game. Perhaps the vocal restraint was due to position of the mike, although it didn't seem to restrain the alternating commentator who filled in during the intermissions with more snappy summaries of the rounds.

Scheduled to start at 4:30 p.m. EST (about 10 p.m. in London), some rather prolonged preliminaries delayed the main event for nearly a quarter of an hour. Then it took time for the fight to work up some action, making it necessary for the commentators to draw upon their vocabularies for time filler. Not being very resourceful for an occasion of this kind, the chief remarks were about Baer's beautiful and powerful physique—which was commented upon time and again, thus making it look all the better for Farr when he was declared winner of the 12-round bout.

From a transmission and reception standpoint, it was a good job.

F. T. C. CASES

Cease and Desist Orders

Ralston Purina Co., St. Louis, is named respondent in a complaint issued by the Federal Trade Commission, alleging misrepresentation of a dog food sold under the trade name "Purina Dog Chow."

Misrepresentations in the sale of cosmetics is alleged in a Federal Trade Commission complaint issued against Colonial Dames Co., Ltd., trading also as Colonial Dames Inc., Hollywood.

Chicago Mail Order Co., Chicago, has entered a stipulation that, in the sale of a turtle oil cream designated "Vivani," it will cease using the words "turtle oil" as descriptive of a product whose oil content is not composed of turtle oil.

Benjamin Ansehl Co., St. Louis, signed a stipulation to discontinue use of the words "turtle oil" to describe preparations sold under the names "Vivani" and "Amethyst."

CBS Ups WHAS Card To \$450 on May 15

(Continued from Page 1)

Card No. 22, and all new contracts written by CBS on and after May 15 will be at the new rate. CBS advertisers currently using WHAS will be protected on present programs which are continued without interruption at the base rate of \$400 per hour, until May 14, 1938. CBS advertisers who are protected until December 31, 1937, under rate card No. 21, will be billed at the \$400 base rate from January 1, to May 14, 1938, and at the new rates thereafter.



RADIO DAILY



★ ★ Little Talks on Big Subjects ★ ★

The audience is waiting . . . Are YOU on the program? . . . The Radio Industry is Alive, Big, Growing, Prosperous . . . It is constantly on the lookout for innovations, new personalities, ideas and equipment . . . RADIO DAILY with its crisp breezy columns reaches this audience bright and early every morning . . . Advertising in RADIO DAILY brings RESULTS . . . A TEST will TELL.

SET STATION DETAILS ON FORD'S SAT. SHOW

(Continued from Page 1)

WOKO, WEEI, WGR, WDRC, WCAU, WJAS, WPRO, WORC, WLBZ, WMAS and WIBX on first hook-up.

Majority of stations carrying repeat broadcast will be located in Eastern and Central Standard time zones. Sponsor believes that first airing, reaching public at 6:30 p.m. EST would be too early to catch many listeners. Present plans call for the revised schedule to run for 13 weeks, with changes, if any, to be made thereafter. Program will have no visible audience for first five broadcasts as there will be no playhouse available before May 15. N. W. Ayer & Son has the account.

650 to 800 Attending Associated Press Meet

Between 650 and 800 members of the Associated Press will attend the annual meeting of the association being held next Monday at the Waldorf-Astoria Hotel.

Session will open at 10 a.m., adjourning at 1 p.m. At a luncheon Secretary of Commerce Roper will be the guest of honor and his speech will be aired over the NBC-Blue network, 2-2:30 p.m.

There are now 1,360 AP memberships of which Hearst holds 18, the largest individual sum. Reports have been current that the AP board will take up the question of revising the association's by-laws so as to allow the organization to sell news to radio stations. AP is the only news association that has not entered the field to date.

On the following Tuesday the American Newspaper Publishers Association will begin its annual convention in the same hotel. With over 200 radio stations now controlled or affiliated with newspapers, New York will be host to hundreds of radio executives.

Yale Drama on WICC

New Haven—Yale Drama Department made its debut last night at 7:30 in a regular quarter-hour series over WICC.

ONE MINUTE INTERVIEW

LILY PONS

"No one, of course, could possibly question the supremacy of the great classical masterpieces. But it is difficult for the average, untrained member of a radio audience to grasp and appreciate classical music as readily as music in a lighter vein. Therefore, good popular music can do a great deal both in providing entertainment and in preparing for an appreciation later on of the more difficult classical music."

★ EQUIPMENT ★

New Du Mont Oscillograph

Upper Montclair, N. J.—Du Mont Laboratories has developed a new three-inch Oscillograph. This instrument is complete in every detail; it embodies the desired features of the new type 34-XH Du Mont Three-Inch Cathode Ray Tube, separately controlled horizontal and vertical high gain amplifiers, flat from 30—30,000 cycles, internal or external positive synchronization, high and low voltage power supplies insuring a brilliant pattern and no interaction of controls, direct connection to the horizontal and vertical deflection plates of the cathode ray tube, amplified sweep, frequency range allowing observation of a single wave form 15 to 30,000 c. p. s. and separate positioning controls on the front panel.

Although this unit is designed as a service instrument to be used in conjunction with any standard frequency modulated oscillator, it is also designed to serve the many purposes of a really efficient portable three-inch Oscillograph.

Playback Equalization

A folder discussing equalization in direct playback recording has been issued by Sound Apparatus Co. of New York, in its "Sound Advice" series of monthly bulletins dealing with recording and reproducing problems. The article, which is available without charge, is illustrated with curve charts by A. C. Keller of Bell Telephone Laboratories Inc.

WBAL Gets Program Booster

Baltimore—WBAL, Baltimore, has installed a new Western Electric type 110-A program booster as its latest move to serve the listeners. Following its use for several days the station has announced that it has proved highly advantageous in producing a stronger and more uniformly controlled program signal. It is said that only a few other stations in the country have the equipment.

New Philco Home Aerial

Philadelphia—A new aerial, designed for apartment and hotel dwellers, and solving the antenna problem involved in the use of more than one set in a home where the extra sets are operated from indoor "nuisance" aerials, has been introduced by Philco. Named the Philco Utility Aerial, it is easily installed by the customer himself and is used for both radio and short wave broadcasts.

Radio Wave Burglar Alarm

Philadelphia—The radio wave has entered a new field of usefulness, as a device to foil burglars. A certain of radio waves, capable of setting off a shrieking alarm and lighting blazing floodlights the moment anyone passes through the Teletector invisible field, is thrown around the exterior openings in a home or made to radiate from the floor in case of a

warehouse or storeroom. The device is being marketed by the Teletector Property Protection System.

Station Improvements

Sherman, Tex.—KRRV has asked the FCC for a construction permit covering new transmitter, vertical antenna, increase in power and full-time operation.

Cleveland—Permit to install directional antenna for night use is sought by WHK.

Canton, O.—Installation of automatic frequency control is planned by WHBC.

Columbus, Ga.—License has been asked by WRBL to cover construction permit for changes in equipment, move of transmitter and studio, and increase in power.

Kosciusko, Miss.—Move of transmitter and changes in antenna are planned by WHEF.

Milwaukee—WTMJ has asked the FCC for permission to install a new transmitter.

Wichita Falls, Tex.—The FCC has granted KGKO's application to install new equipment.

Gadsden, Ala.—WJBY has been given authority to install automatic frequency control equipment.

Enid, Okla.—KCRC is seeking authority to put in new equipment and a vertical radiator, along with increase in power to 500 watts unlimited.

Ashland, Ky.—Permission to move transmitter site locally, install new equipment and increase power is sought by WCMI.

New Orleans—Plans for the construction of a new transmitter, new tower and re-equipping of WDSU studios are proceeding while the station awaits ruling of the FCC on its request for an increase to 5000 watts day and night. Station owners claim they are now bidding on land for the new transmitter houses, which is to be modernistic in style with a front of glass brick. Transmitter and new equipment is to be RCA, with 409 foot non-directional tower.

Lincoln, Neb.—KFAB has applied to the FCC for construction permit to install new transmitter and directional antenna for night use, along with change in frequency to 1080 kilocycles and increase in power to 50 kw.

Charlotte, N. C.—WBT plans installation of a directional antenna for night use.

Atlanta—License to cover CP for new transmitter and antenna, increase in power and move of transmitter and studio, has been requested by WATL.

Don Kerr to Emcee Party

Don Kerr, WMCA announcer and commentator, will act as master of ceremonies at the Monte Carlo Night affair of the Association of Advertising Men of New York, to be held at the Hotel Pennsylvania roof tomorrow night. Kerr will also handle the auction. Larry Nixon will be in

MUSICIANS' UNION BARS MENTION OF FILM STARS

(Continued from Page 1)

originating at restaurants and hotels, the orchestra leader will be held responsible by the Union. However, in the event an announcer makes an infringement, the orchestra leader obviously will seek to hold the station or network responsible. CBS yesterday informed its announcing and production staff accordingly, and sought to impress upon all concerned the importance of following the ruling very closely. H. I. Rosenthal of CBS music division, in informing the production department on the matter, said that on all studio programs the responsibility is that of CBS since they pay the musicians. The only exception is studio programs where the orchestra is on a 24-hour commercial and sustaining basis and continuity for sustaining programs are to be carefully written and watched. Continuity department especially has been told to be on the alert. Also the ad lib jobs are pointed out as spots to be watched by the director and announcer concerned.

Publishers Lifted Ban

As pointed out in these columns recently, while the music publisher group controlling most of the music originating on Hollywood lots and used in films do not hail the union ruling with glee, they decided to remove restrictions as far as possible and thus preclude majority of the numbers involved being off the networks during the late evening hours. Lifting the restriction does away with the necessity of the announcer, leader or emcee mentioning the film which originates the song.

Publishers also wish to avoid getting the conductors all bawled up by having to re-arrange their books and many popular tunes.

NBC has already ordered its studio orchestra not to play the restricted numbers and like CBS is taking all due precaution. Other web and indie stations of course are following suit. Precaution, however, is still necessary due to an occasional movie tune being still on the restricted list and the new songs coming out continuously. The movie title ban has been in effect in Chicago for some time.

Ray Markey at WHTT

Ray Markey, for the past four years news editor of WNBH, New Bedford, has joined the radio staff of WHTT, Hartford.

charge of the entertainment. Stage money will be used on the roulette wheels, but winners will be entitled to prizes such as an air trip to Washington down to a case of wine. Professional croupiers will also be on hand.

MOTION PICTURE LIGHTING AND EQUIPMENT CORP.

WE FURNISH
Electrical Lighting Equipment of Any Kind

FOR RADIO STATIONS

244-250 WEST 49th STREET
New York City Tel. CHIC. 4-2074



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 49

NEW YORK, N. Y., MONDAY, APRIL 19, 1937

FIVE CENTS

18 WLW-WHN Shows Set

Hopes of Television Are Spurred by Test

West Coast Bureau, *RADIO DAILY*
Los Angeles—Successful spanning of a distance of 10½ miles with "sight and sound" by the Television Division of the Don Lee Broadcasting System here last week has spurred interest and hopes in the proximity of regular television broadcasts. The latest demonstrations here, piloted by Harry R. Lubcke, were witnessed by both laymen and noted scientists, among them Nobel Prize Winner Dr. Robert A. Millikan. The television programs were transmitted many times

(Continued on Page 6)

Playwrights Granting Film Television Rights

In selling the film rights to a stage play, the Dramatists' Guild is now granting film companies the right to televise the motion picture produced from the play, but reserves to the author the right to televise the play with living actors, *RADIO DAILY* was advised Saturday by Sidney R. Fleischer, arbiter for the Dramatists' Guild.

Previously the Dramatists' Guild had refused to include television rights in the sale of movie rights to a play.

New Radio Invention Improves Reception

Salt Lake City—A device which, in tests, eliminated static in voice reception, beam signals and telegraphic signals, and may ultimately do away with the crackling and squealing in home radio sets, has been invented by Warren C. Hill, radio operator for the U. S. Dept. of Commerce, stationed at the municipal airport here. Hill has applied for patent.

Sponsor Next

The experimental program recently launched by WINS under the title of "New Ideas," inviting listeners to send in scripts for consideration, has been amplified with a new twist.

Literary and drama editors and authorities are being invited to participate in constructive criticism of the script chosen each week.

High Mass on Air

Buffalo—The distinction of being the only station in the United States to broadcast regularly a High Mass of the Roman Catholic Church is claimed by WBNY here. It is on the air every Sunday at 11 a.m. from St. Louis' Church. A choir of 60 voices is featured.

Gen. Foods Takes Over Coast Network Show

West Coast Bureau, *RADIO DAILY*
Los Angeles—General Foods Corp., New York, today will take over the sponsorship of "House Undivided" on behalf of La France and Satina, General Foods products, and broadcast the program five days a week, Mondays through Fridays, 11:15-11:30 a.m., over the entire Don Lee network.

Program is a dramatized script show dealing with the life and struggles of a small town doctor, and is signed for 26 weeks through Young & Rubicam, keyed from KHJ. Agency's office here, headed by Tom Harrington, will handle the quarter-hour series. Series may go coast-to-coast next fall if it clicks on coast.

Additional News Spots For KIRO, Seattle

Seattle—KIRO has signed for Universal News Service, which will be used in addition to INS, and will supplement its hourly news broadcasts with several quarter-hour evening spots.

Dedicatory Program for New Network Being Aired Tonight—"Flying Dutchman" Heads Openers

\$550,000 to Networks On P. & G. Drene Series

Procter & Gamble will spend about \$550,000 for network time alone on a single product, Drene, it is disclosed with the setting of Jimmy Fidler on a second weekly Hollywood gossip program starting May 21 for 52 weeks on the coast to coast NBC-Red network of 30 stations, Fridays, 10:30-10:45 p.m. Network will use the basic Red, WLW, WDEL, and the Red mountain and Pacific groups. Fidler's other program is heard on the same network on Tuesdays at the same time. Twenty one programs

(Continued on Page 7)

3rd Factor Disk Series For 22 Latin Countries

West Coast Bureau, *RADIO DAILY*
Los Angeles—Max Factor (make-up) is to start production this week on a third series of disks to sell products, via radio, in Latin American countries. Success of first two series was so outstanding that new series will go on a twice-a-week basis on some 50 stations in 22 Latin American countries. Series will be done in Spanish, using orchestra, guest stars and a short dramatization, a-la March of Time, of movie lot episodes. Paul Gurruchaga, who produced the last series, is to produce the new ones.

With 18 sustaining programs already set, WHN-WLW wire will begin functioning on a regular series of exchange programs tonight at 9 when WLW officially welcomes WHN to Cincinnati. One of WLW's most popular musical programs, "The Flying Dutchman," heads the list of opening shows. Powell Crosley, president of the Crosley Radio Corp., and William S. Hedges, v.p. of same company, will speak from the studios

(Continued on Page 7)

Brown & Williamson Sport on 21 Stations

Brown & Williamson Tobacco Co., Louisville, for various products, within the next week will launch sports resume programs on 21 stations throughout the country using local talent. With exception of eight Don Lee stations, all programs will be spot.

B. & W. has been a consistent user of sports broadcasts in the past and on May 8 will sponsor the Kentucky Derby for the third consecutive year.

(Continued on Page 6)

Oldest Commercial Fades After 15 Years

Chicago—Said to be the oldest commercial on the air, the Sunday evening Edison Symphony concert series called it quits after observing its 15th anniversary on the air yesterday over WENR (NBC-Blue). Program has been running since April, 1922. Morgan L. Eastman, director, plans to retire and go to California.

Eighth Repeat

A record in repeat performances for a single radio drama on a network will be established Saturday when "Sebago Lake," by William Ford Manley, is presented for the eighth time, going over NBC-Red at 9 p.m. Sketch, originally heard in 1928, will again star Arthur Allen, with Elsie Palmer, Ruth Russell and William Adams, all of original production.

★ THE WEEK IN RADIO ★

... Proposed Wattage Tax

By M. H. SHAPIRO

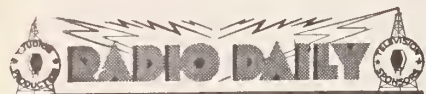
WORKING through Congressman John J. Boylan, (D., N. Y.) FCC Commissioner George Henry Payne proposed a measure seeking to tax radio outlets according to their wattage, starting at \$1 a watt and scaling up to \$3 . . . which doesn't sound reasonable from any angle . . . virtually tax the industry out of business if the fantastic proposed bill ever slipped through. . . .

On the heels of the news that the

Wagner labor act had been upheld by the Supreme Court, various branches of radio began to feel the urge to organize, particularly the technicians, more or less considered unionized already to some extent . . . CIO most likely will branch out more in the communications field and electrical workers, it would seem . . . ATT looks like a fertile proposition.

NAB ran into conflicting dates

(Continued on Page 2)



Vol. 1, No. 49 Mon., Apr. 19, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Merse-
eau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk and Verne Bailey, 6425 Hollywood Blvd. Phone Granite 6607.

Application for entry as second-class matter is pending.

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FINANCIAL

(Saturday, Apr. 17)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	167 3/4	167 1/8	167 3/8	+ 1/8
Gen. Electric	55 1/4	54	54 3/8	- 1
North American	26 1/2	26 1/8	26 1/8	- 1/8
RCA Common	10 3/4	10 1/2	10 1/2	- 1/4
Stewart Warner	19 3/8	18 3/8	19	+ 1/2
Zenith Radio	36 1/4	35 3/8	35 3/4	+ 5/8
NEW YORK CURB EXCHANGE				
Hazeltine Corp.	16	16	16	- 3/8
Nat. Union Radio	2 3/4	2 3/4	2 3/4	- 1/8

KFEQ Appoints Rep

St. Joseph, Mo.—KFEQ has appointed Kelly-Smith Co. as its national representatives, effective tomorrow, it is announced by Glenn Griswold, the station's national advertising manager. Kelly-Smith, well-known in the national newspaper field, recently established a radio division under the direction of Frank Headley of the New York office, with branches in Detroit and Chicago.

Ernest Kosting Joins CBS

Ernest D. Kosting, formerly assistant to the advertising manager of Abraham & Straus, will join the CBS sales promotion staff effective April 26.

WPA Symphonic Dramas

A Tuesday night series of Symphonic Dramas put on by the WPA will start tomorrow at 9-10 p.m. over WQXR. Minnie Dupree heads the first cast, Ibsen's "Peer Gynt," adapted by Michael Davidson and directed by Donald Macfarlane. Idea is to present dramatic classics with incidental music.

LOUIS ARMSTRONG

AND HIS ORCHESTRA

Fleischmann's Yeast, Fridays,
NBC Blue, 9 P. M.

At Paramount, New York
JOE GLASER, PERSONAL MANAGER
ROCKWELL-O'KEEFE, INC.

★ THE WEEK IN RADIO ★

... Proposed Wattage Tax

(Continued from Page 1)

with its original intention of having the annual convention at the Stevens Hotel, Chicago, June 13-16, but later switched to the Sherman, with the dates set as 20-23 inclusive . . . the Pacific Advertising Club meets in Salt Lake City June 13-16 and many attending this gathering wished to also attend the NAB meet . . . even at that the Advertising Federation of America provides conflict with its 33rd Annual Convention in New York, during the same three days. . .

Disk and spot biz led the February industry gain in so far as percentage of increase is concerned . . . NAB again moved toward facilitating return of license fees paid the Warner Bros., music subsidiaries . . . Both radio and music men opposed the Duffy Copyright Act in its present form, the broadcasters through attorney Sidney Kaye seeking changes before offering full support, while the music men through John G. Paine, saw no benefit to be de-

rived by U. S. joining the Berne Convention. . .

New merchandising plan for electrical transcription distribution and sales came from the Universal Radio Corp., which seems to have excellent ideas up its sleeve via the expedient of applying motion picture and other tested methods . . . will use 29 ET exchanges around the key centers of the country . . . soap business led the advertisers on CBS during the first quarter of 1937 . . . the to-do over sale and removal of KTHS, Hot Springs, apparently settled down, as a result of the court decision declaring everything in order . . . CBS foresees a rise of 2,000,000 sets in the home this summer, based on data collected by Daniel Starch Associates . . . Local 802 of the AFM went through with its resolution and definitely barred mention of movie titles on sustainings whether studio or remote broadcasts, unless musicians are paid commercial scale. . .

WILL Resumes Activity Following Improvements

Champaign—Urbana, Ill.—On its new frequency of 580 kilocycles, WILL, the University of Illinois station, resumed broadcasting this week on a full daytime schedule. Two new 325-foot vertical antennae, tallest in the state away from Chicago, were put into operation with the change of the transmitter to a new out-of-town location and transfer of frequency.

The new equipment and change of frequency from 890 kilocycles will increase listener area approximately 125 per cent despite the fact the power output remains at 1000 watts. Time on the air is being increased 75 per cent.

WILL is the only state-owned, educational, non-commercial broadcasting station in Illinois. It endeavors to offer programs not available elsewhere, taking advantage of the 1,500 experts of the University's staff for educational and information offerings, and of talent selected from the University's 11,000 students for entertainment and dramatic productions.

Leonard Lewis Joins WBS

Leonard Lewis joins WBS today in a publicity and sales promotion capacity, succeeding Slocum Chapin, who resigned to join WOC. Lewis comes to WBS from Printers' Ink where he has been radio editor of the monthly publication.

Dill Seeks Station

Washington Bureau, RADIO DAILY
Washington—Former Senator Clarence C. Dill has asked the FCC for permit to establish a new radio station here, and his request is understood to have been approved by the Examiner. Transmitter would be located near Bethesda, Md., operating on 139 kc. with 1,000 watts.

WHEC Fight Program Becomes Institution

Rochester, N. Y.—The Monday Night Fights at the Elks Club, aired since Feb. 8 over WHEC, basic CBS outlet here, have become a sort of local institution, with big listener interest besides helping the Club attract overflow crowds to the weekly events. The programs are expected to continue through May, or at least until the season expires.

Several Golden Gloves champions have been included in the bouts. Lowell MacMillan, expert sports announcer who incidentally will cover the pro baseball games for WHEC this season, handles the descriptions. He is assisted by Harry LeBrun, who provides color and background. While MacMillan was in Florida, LeBrun and Ken French handled the fights.

New WCHS Auditorium Being Dedicated Saturday

Charleston, W. Va.—Formal opening of the new WCHS Auditorium will take place Saturday. Dinner dancing and other entertainment and ceremonies have been arranged for the occasion by the Charleston Broadcasting Co.

Bernie Moving East

On and after May 4 the Ben Bernie-American Can program on the NBC-Blue network, Tuesdays, 9-9:30 p.m., will originate from NBC's New York studios, instead of Hollywood.

LEO SAYS:

Don't miss WLW's salute to WHN tonight at 9 P. M.!

WHN DIAL 1010
AFFILIATED WITH M-G-M & LOEW'S

COMING and GOING

HERBERT PETTEY, associate director of WHN, now visiting in Chicago, returns to New York on Wednesday.

JOE BOLTON, announcer, back in town after a week in Chicago, where he attended the baseball announcers' meeting called by General Mills.

GERTRUDE BERG, arriving in New York today, leaves again in two weeks for Hollywood, where she is slated to work on Bobby Breen's new picture.

EDWARD G. ROBINSON is on his way east from Hollywood to guestar on the Kate Smith program.

HAROLD MICKEY, Southern band leader, is in town comparing notes with other maestros.

CARMEN CASTILLO, wife and vocalist of Xavier Cugat, left for Hollywood with her niece, MARGO.

ED WOLF and BILL COBLENZER in Chicago on business.

HELEN JOHNSON, director of the American School of the Air, sails for Holland May 21.

DICK HARTMAN and his hillbilly band left WBT, Charlotte, N. C., last week for Hollywood, where they'll appear in a western flicker.

MARK SANDRICH, RKO director, is in town lining up radio talent for his next picture, "The Joy of Loving", which will star Irene Dunne.

MORRIS WEST, assistant program director of WCAU, Philadelphia, and announcer of the Philadelphia orchestra broadcasts, will spend the next five weeks traveling with the symphony group on its concert tour.

BOB BERGER, radio publicist for the National Democratic Party in Philadelphia for the Farley dinner, is visiting WFIL, where he was formerly a member of the sales staff.

DEWEY H. LONG, sales manager of WBT, Charlotte, who has been in Chicago on a business trip, returns to his office this week.

JAMES ALLAN, program director of WIP, was in and out of New York on Friday.

E. C. MILLS, general manager of Ascap, left for Helena, Mont., with legal aid to supplement local counsel in representing Ascap in state tax and other matters. Hearing comes up April 23, in Federal court, relative to legality of the new state tax law.

GORDON WHYTE of the Henry Souvaine office is in town for a few days. Leaves again shortly to contact schools for the Pontiac Varsity show.

PAUL ROSS of the CBS artists' bureau is back at his desk today from Detroit trip. GERTRUDE NIESON booking in the auto city.

J. J. ROBBINS, head of Robbins Music Corp. is expected back from Hollywood and the M-G-M lot late today.

GEORGE STORER, owner of WSPD, WWVA and WMMN, was in and out of town last week.

GEORGE HICKS, NBC announcer, left New York yesterday for San Francisco on the first leg of his trip to Enderbury Island.

TOM C. GOOCH of KRLD, Dallas, is in town to attend the ANPA convention.

CONRAD THIBAUT flew to the coast on Saturday to join the Fred Astaire program on Tuesday nights.

CARLTON SMITH, commentator of the Chicago NBC Symphonic Hour, left Saturday for Washington, to deliver an address before the D.A.R.

JEAN SABLON has returned from Montreal.

"It's A Fact!"

Don't forget, this daily script of news oddities, expertly written AND INSTANTLY SPONSORABLE, is also available in GERMAN, POLISH, ITALIAN and JEWISH.

Write or Wire

VanCronkhite Associates, Inc.

360 NORTH MICHIGAN AVE.

CHICAGO

State 6088

NEW BUSINESS

Signed by Stations

KFRC, San Francisco

Procter & Gamble (Camay), 10 broadcasts, floating one-min. announcements, through Pedlar & Ryan, N. Y.; E. P. Reed & Co. (shoes), 7 weekly broadcasts, disks, through Geyer, Cornell & Newell, N. Y. Procter & Gamble (Crisco), 90 broadcasts, one-min. spots, through Comp-ton Adv'g Co., N. Y.; Lever Bros., 260 broadcasts, spots, through Ruthrauff & Ryan; Borden's Associated Companies, 702 newscasts with John B. Hughes, through McCann-Erickson, San Francisco; Kendall Dog Food Co., 52 weekly 15-min. disks, through W. S. Kirkpatrick Adv'g Co., Portland, Ore.; Bauer & Black (corn plasters), 30 spots, through Ruthrauff & Ryan, N. Y.; Chevrolet, 26 "Musical Moments," through Campbell-Ewald, Detroit.

The Kendall Dog Food account also placed with KDON and KSDM.

KSLM, Salem, Ore.

Kelvinator, two daily spots for a month, disks, with Arthur Godfrey as commentator; Gardner Nursery, Osage, Ia., "The Old Gardner," 5-min. daily disk, through Northwest Radio Adv'g Co., Seattle; Graham-Paige Motors, daily spots for three months, through U. S. Advertising Co. Mary Pentland Agency, Portland, Ore., "Cashbuyer Plan" of First National Bank of Portland, two daily time signals for a month; Columbia Empire Industries Inc., 15-min. talk, through MacWilkens & Cole Agency, Portland, Ore.; Paramount Shoe Store, Salem, spot disks; Stevens-Brown (jewelry), 10-min. noonday "Street Reporter" with Boots Grant; WBS "Musical Moments" with Rubino, twice weekly.

WBT, Charlotte

Snow King Baking Co., Cincinnati, 10 one-min. weekly spots, 13 weeks, through H. W. Kastor & Sons, Chicago; Pure Oil Co. of the Carolinas, Charlotte, increase to two 100-word studio announcements weekly, 52 weeks, for Yale Tires, through Freitag agency, Atlanta; Refrigeration and Air Conditioning Training Corp., two 15-min. test programs, through National Classified Agency.

WNEW, New York

United Drug Co., five-day disks series simultaneously with Rexall 1-cent sale starting April 27, through Spot Broadcasting, Inc., Street & Finney, Inc., agents; System Brake Service, "Dugout Interviews" for three baseball games weekly, 13 weeks.

KEHE, Los Angeles

Union Pacific, 52 weekly one-min. disks, through Caples & Co.

WFIL, Philadelphia

Hecker H-O Co., cereal, 4 spots weekly for 2 weeks, through Erwin, Wasey agency; B. C. Yuengling, beer,

NEW PROGRAMS—IDEAS

Put Entertainment in Resume

The program resume on KUOA, Siloam Springs, Ark., has become an entertainment feature. For a long time there had been head scratching about the dryness of an ordinary program resume. It seemed to be a necessary evil. That was until the program department really got down to business. Now the program resume combines music, drama, and sound effect with humor for a quarter hour entertainment feature.

The program is conducted something like this: Each program announced on the resume is identified as it is mentioned by using its theme or some characteristic sound effect as the background. A teletype sound effect is faded up five seconds and then down as a background for the announcer to say that "United Press news is presented at 7:00, 9:00, 11:00, 2:00, 4:00, and 6:00." The idea lends itself to infinite variation and it is surprising how smoothly it can be produced. It actually becomes of program value. A different theme selection is featured each day and is played in full. Sponsorship is in the offing. Credit for this idea goes to Virginia Rae Daniels, KUOA's program director.

KFRU Spelling Novelty

Latest feature to catch public fancy via KFRU, Columbia, Mo., is the Show-me Schoolmaster's Spelling Bee. The idea has grown to state-wide proportions in a scant two weeks' airing. Although elimination contests being broadcast over KFRU from Columbia high schools will not be completed for a month or more, having been scheduled three times weekly, other schools are waiting to challenge the local champions for spelling supremacy. The program will continue until the issue is decided. Columbia, the state's educational center and home of the University of Missouri, is backing its

7 spots weekly for a full year, through Dorsey Agency; Gardner Mfg. Co., hair shampoo, 6 spots weekly for 11 weeks; M-G-M, Inc., pictures, 14 spots for one week, through Donahue & Coe Agency Brown & Williamson Tobacco Co., three 15-min. periods weekly, for 13 weeks, using Hal Simonds' sporting news, through B. B. D. & O.; Nu-Enamel Inc., paints, weekly 15-min. period, using "Romance and Melody" ET, for a full year, through Schwartz Agency; Bauer & Black, corn remedies, 6 spots weekly for a full year, through Ruthrauff-Ryan.

WTMJ, Milwaukee

Gridley Dairy, thrice weekly script show, "Lefty Culpepper," contracted by Neale Bakke.

WCKY to Feed NBC Blue

Cincinnati—WCKY will supply a part of NBC-Blue's 9:30-10 p.m. program tonight. Celebs in baseball world will be interviewed here.

students against all comers. Success of this feature illustrates the brand of showmanship being displayed at KFRU.

WBT Reveals Innermost Secrets

WBT, Charlotte, N. C., had instituted a series of programs, conducted by Lee Kirby, announcer, to acquaint the public with the little-known details of a major station's activities.

The first 15-minute spot was devoted to explanations from the control room, during which Engineer J. M. Whitman talked about the various gadgets on the complicated board which is the nerve center of a station. Few people know how network programs come in and are broadcast through a transmitter, so Whitman switched to the network while Crutchfield and Kirby explained what was happening.

The series will continue with a broadcast from the WBT transmitter, located seven miles from Charlotte. The WBT transmitter is one of the most modern in the world, including a vertical radiator 429 feet high, and equipped with the latest devices of the industry.

AGENCIES

FRANKLIN OWENS, formerly associated with NBC and BBD&O, has joined the radio department of Maxon, Inc., advertising agency.

CAL SWANSON of the J. Walter Thompson office in Hollywood, has returned to the coast to break in Paul Rickenbacker as Dan Danker's assistant. Then back to New York to stay.

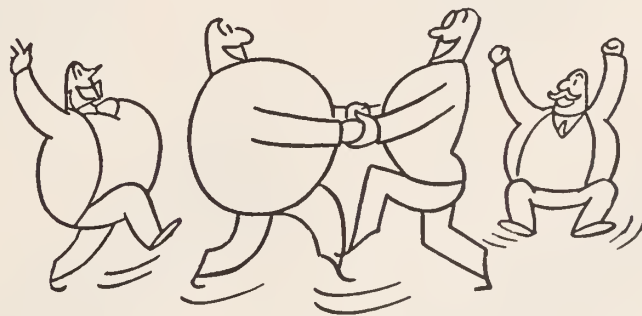
UNITED ADVERTISING CORP. has moved its New York offices to larger quarters at 60 West 42nd Street effective today.

J. FRANK DUNN, recently associated with Barnhill & Dunn, has joined the Wadsworth & Walker, Inc., advertising agency as vice-president and account executive.

CBS Gets Television Permit

Washington Bureau, RADIO DAILY

Washington—FCC Saturday granted application of CBS for construction permit authorizing changes in equipment, increase in power of visual broadcasting transmitter to 7500 watts and move of transmitter to top of Chrysler Building.



Life Begins at 1440

Gaze upon the four gay gentlemen above. Silly? Fantastic? No... a common occurrence rather with most WOR sponsors. For even the most inhibited director finds it difficult to remain calm once WOR begins producing very remarkable results at a very reasonable cost. You're really not getting the most out of life till you come up and see us sometime at 1440 Broadway.

WOR



STEP RIGHT UP

—particularly if you are a NEW product

Step right up and *tell* the world! If you're a new product how else can you become a *familiar* product unless you do? And—since the busy new world you enter must be filled with both customers and dealers—why not tell *both* at the same time? The quickest way, you'll find, is the air way. For radio advertising is adapted *by its very nature* to the special problems of merchandising the new product. Because...

RADIO IS INTIMATE. By its *personal* manner, by its friendliness, it overcomes the instinctive hostility to newness—quickly makes the unknown product a familiar one.

RADIO IS IMMEDIATE. What can stir impulse into *action*, thought into *decision*, as profoundly as the human voice? (Have you read the CBS study, "Exact Measurements of the Spoken Word"? It tells the story of 34 years of investi-

gation by 21 scientists into the effectiveness of the spoken word. And what *they* say counts!)

RADIO IS ECONOMICAL. Its files abound with dollars-and-cents histories of advertising economy for every *type* of advertiser.

AND RADIO IS UNIVERSAL. More accurately stated, radio is universal enough in its appeal to reach *all* the people with money to spend... and reach your dealers at the *same time*. (Dealers have expressed an overwhelming preference for radio. For they, better than anyone, know its power on both sides of the counter.)

But no inventory of radio's attributes, as brief as this, can even begin to cover all its significant points. Why not examine the actual cases of new products catapulted into public acceptance by the use of radio? Why not step right up, and let us *tell* you about them?

THE COLUMBIA BROADCASTING SYSTEM

485 Madison Avenue

New York, N. Y.

★ F. C. C. ★ ACTIVITIES

APPLICATIONS RECEIVED

Ward Optical Co., Fayetteville, Ark. CP for new station. 1310 kc., 100 watts, unlimited.

Burl Vance Hendrick, Salisbury, N. C. CP for new station. 1340 kc., 1 Kw., daytime.

HEARINGS SCHEDULED

April 19; Food Terminal Broadcasting Co., Cleveland. CP for new station. 1500 kc., 100 watts, daytime.

Summit Radio Corp., Akron, O. CP for new station. 1530 kc., 1 Kw., unlimited.

Valley Broadcasting Co., Youngstown, O. CP for new station. 1350 kc., 1 Kw., unlimited.

Joplin Broadcasting Co., Joplin, Mo. CP for change in frequency and power to 1380 kc., 500 watts, unlimited.

April 21; Abraham Plotkin, Chicago. CP for new station. 1570 kc., 1 Kw., unlimited.

Philadelphia Radio Broadcasting Co., Phil. CP for new station. 1570 kc., 1 Kw., unlimited.

April 22; Hildreth & Rogers Co., Lawrence, Mass. CP for new station. 680 kc., 1 Kw., daytime.

Old Colony Broadcasting Corp., Brockton, Mass. CP for new station. 680 kc., 250 watts, daytime.

April 23; John C. Hughes, Phenix City, Ala. CP for new station. 1310 kc., 100 watts, daytime.

Ann Arbor Broadcasting Co., Inc., Ann Arbor, Mich. CP for new station. 1550 kc., 1 Kw., unlimited.

WBCM, Bay City, Mich. Mod. of license. 1410 kc., 500 watts, 1 Kw. LS., unlimited.

EXAMINER'S RECOMMENDATIONS

Knoxville Journal Broadcasting Co., Knoxville. CP for new station. 1200 kc., 100 watts, 250 watts LS., unlimited be denied.

Richard M. Casto, Johnson City, Tenn. CP for new station. 1200 kc., 100 watts, 250 watts LS., unlimited, be denied.

Johnson City Broadcasting Co., Johnson City, Tenn. CP for new station. 1200 kc., 100 watts, 250 watts LS., unlimited, be granted.



PETTY CASH VOUCHER

Week ending April 16th

● ● ● Friday...AT NBC lunch is brought up for Jack Pearl and Cliff Hall. Jack is panicky about being operated on the following day. Encouragement is offered by Tommy Dorsey, BBDO's production man and others...Sick as he is, Jack insists on attending the Press Photographers' affair that night...Tells us "Sharlie" and he will cut in on the Derby airing (which his sponsor will carry with Clem McCarthy from Louisville) and do five minutes of comedy.

● ● ● Saturday...Attend the Coconut Grove and take in a bit of Jerry Blaine's "streamlined" music with charming Phyllis Kenny giving out on the vocals...Later in Reuben's, Lester Lee pushing a pen into the hands of Ted Hammerstein with writer Jerry Devine beaming...Learn that Ted will produce Jerry's play "Black-Eyed Susan" and that they are looking for a big air name to star after which immediate production is contemplated.

● ● ● Sunday...Start out for Atlantic City with Arthur Boran, getting as far as the ferry and then having the rear axle go on the new car...Arthur hops a train and we attend the Professional Music Men's affair at the Alvin and thrill over the fact that Sid Gary closes the Monster Show, causing the crowd to cheer.

● ● ● Monday...At NBC Bob Hope greets us with "Honey-chile"...Seems he's lost looking for Dick Himber's rehearsal...Bob is up in the air about the Woodbury show—because his show goes to Chi...At Lindy's for lunch, Vice Prexy of WMCA Bill Weisman inquires how we knew Max Steuer's stand on the Supreme Court...Prexy Donald Flamm waves to Bill and then begins telling a few riddles that has everyone stumped...That evening in Dave's, "Potash" Davies and "Perlmutter" Fleischman thank us for "top billing" in the day's column "Press Agent Paradise" and then Eddie Weiner stops to say a few inconsequential words...Leon Navara waves to us and we're introduced to lovely Lillian Gilman.

● ● ● Tuesday...Listen to the Jell-o audition and thrill to Miff Mole's arrangements...Five people rush over to tell us about Jerry Cooper going to Hollywood Hotel—when we printed it here two weeks ago...Joey Nash suggests to Harry Salter a name for a band..."Twelve-picked-up-in-front-of-the-Trans-Lux-Theater-Swing-Band"...Len Lyons walks in and some one tells us that he refused to go on the air because they wanted him to present "gueststars"...Ira Schuster stops Irving Caesar and plays with "Inc." the dog...Dick Himber walks past Lindy's slapping song-pluggers on the back.

● ● ● Wednesday...Henny Youngman calls us into the Astor to show comedy photos of his script-writers at work...At CBS, Col. Snyder, Ruth Etting's hubby, wants to know where we got the line about the wife and then confirms our item...Mark Warnow cuts in with a bit of news about the new "Hit Parade," telling us, the No. One tune...Overheard two execs in the Sales dept. rave about RADIO DAILY...Take Vick Knight to lunch at Lebus.

● ● ● Thursday...Lunch with John Mayo, Teddy Bergman, Jules Nassberg, Harry Salter, Frank Curley, Zeke Manners, Irving Kaufman and Joey Nash...The bunch roar over Frank's suggestion of putting Joey into the ring...Later at the Kate Smith rehearsal, she offers us some of her sponsor's coffee with cake made with the flour of her new sponsor...That nite Ted Collins tells us that the new Smith Hour will remain on CBS IF the network is able to clear time with Du Pont late Thursdays for a "repeat" to the coast. Otherwise, the show will go NBC.

Total expensesTen cents carfare

Auditor's remarks: Request denied.....Next time, WALK!

F. T. C. CASES

Cease and Desist Orders

Federal Trade Commission has issued an order to cease and desist against Paul Greenberg, trading as Beverly Products Co., 66 Vernon St., Springfield, Mass., prohibiting certain unfair representations in the sale of medicinal preparations advertised as Beverly Femin Tablets and Beverly Menses Tablets.

Among cease and desist orders issued by the Federal Trade Commission last month were:

Refrigeration Engineering Institute, Inc., Youngstown, courses of instruction; B. C. Remedy Co., Durham, N. C., "B C Remedy", treatment for headaches and muscular aches; Custom-Bilt Radio Co., Brooklyn, midget radio sets; Munsell's Mineral Products Co., Lincoln, "mineralization tablets"; Konjola, Inc., East Port Chester, Conn., "Konjola".

Brown & Williamson

Sport on 21 Stations

(Continued from Page 1)

aired on NBC-Blue network, 6:15-7 p.m. Complete list of programs includes two already on the air, WSB, with five commentators from the Atlanta Journal sports staff, O. B. Keeler, Morgan Blake, Guy Butler, Ed Miles and Bill Camp, 10:30-10:45 p.m., Mondays through Saturdays, and WJDX, Jackson, Miss., where Dalton Brady is airing the program three times weekly.

Starting today five stations will be added: KMOX, Vic Rugh doing reenactments of all out-of-town games of the Cardinals and Browns; WBNS, Columbus, Ken Durfee doing a sports resume, three days a week; WFIL, Philadelphia, Hal Simonds, Mondays through Saturdays, sports resume; WTMJ, Milwaukee, daily except Sunday, with Charlie Nevada in sports talks; KOIL-KFOR, Lincoln, Bob Cunningham and Hal Johnson, daily except Sunday; WSJS, Winston-Salem, Ralph Burgin, daily except Sunday.

WOR will be added Tuesday, on Stan Lomax sport period, three days weekly. WFBM, Indianapolis, and KSTP, St. Paul, start Thursday, the former using Len Riley daily except Sunday, and latter with Halsey Hall doing sport oddities, daily except Sundays. WRVA, Richmond, Bob Burdette, daily except Sunday, 10-10:15 p.m. starts on April 26, and the following day Frank Bull starts his series on eight Don Lee stations (KFRC, KHJ, KGB, KDB, KDON, KXO, KVOE, KDGM) three days a week.

B. & W. will promote Viceroy on the Don Lee network, the first time the new brand has been promoted via of radio on the coast. Avalon cigarettes and Sir Walter Raleigh tobacco will be plugged on WFBM, WRVA, KMOX, KSTP, WTMJ, KFOR-KFAB, WBNS, WOR, WFIL. Avalon cigarettes only on WJDX and WSJS, and the same cigarette plus Bugler tobacco, the roll-your-own tobacco will be plugged on WSB. Batten, Barton, Durstine & Osborn, Inc., handle the entire B. & W. account.

Hopes of Television Are Spurred by Test

(Continued from Page 1)

during the day at 15-minute intervals.

These repeated demonstrations were performed via the Don Lee owned and operated experimental television station W6XAO which carried the images, and an auxiliary ultra-short wave channel which conveyed the sound.

They marked the first time that high-definition television (300 lines to the image, repeated at the rate of 24 images per second) had been broadcast so great a distance. Transmitters were located in the Don Lee Building in Los Angeles while the television receiver was located in the Physics Exhibit at the California Institute of Technology in Pasadena, a distance of slightly more than 10½ miles.

Research Fund

For the first time in the history of the Rockefeller Foundation, research work in the radio field was included in last year's expenditures. The World Wide Broadcasting Foundation, makers of electrical transcriptions for research broadcast purposes, was given \$40,000 to experiment in an attempt to build higher grade educational and cultural programs.

WITH THE ★ WOMEN ★

By ADELE ALLERHAND

CARMEN CASTILLO, wife and vocal-ist-in-chief to Xavier Cugat, is Hollywood-bound with niece Margo, who'll pursue her pix career....Cugat has found no substitute songbird as yet.... Helen Johnson, broadcasting director of the American School of the Air, sails for Holland May 21 to take a brief peek at the windmills and tulips....Lucy Monroe relaxing at Hot Springs.....Lois Lorraine, CBS Press Dept. lass, to spend a few days in Philly, contacting the local papers and renewing friendship at the WCAU studio....Sally Burns, recently of that station's sales promotion dept., becomes secretary to H. Elliott Stuckel of CBS Exploitation....Evelyn Hassner, WNEW switchboard divinity, drawing blue prints for her European trip....Ed Wolf and Bill Coblenzer in Chicago, on hot leads anent Mary Small and "Hill-top House," the Selena Royle, Janice Gilbert opus....Harry Wurtzel, on the coast, will listen in tonight with a view to finding out if Mary Small's O.K. for sound, the idea being a Grand National film contract.

Enoch Light's new femme vocal trio will sing, play the violin, the bass viol and the clarinet during non-vocal interludes....Louise Massey and the "Westerners" to guestar collectively on the Schaeffer program, April 25....Great-grandmother Flora Spiegelberg, two daughters, five grand-daughters and eight great-grand-children will all listen to the Nila Mack "Let's Pretend" broadcast featuring a fairy tale script authored by the matriarch....Ann Barley, who was a "March of Time" co-author several years ago, is punching type-writer keys in behalf of that program again....Kay Reed, WNEW music librarian and organist, bestows self-photos as prizes to winners of her "Can You Name It" contest.... She plays five numbers and the audience guesses what their names are.

Among the early risers....Margaret Lewerth who has an all-male cast and an all-male production staff for "Morning Almanac," rises at 6 for her 8 o'clock broadcast....Helen Merchant, the "Musical Clock Girl" who celebrates her fifth anniversary at WINS this week, rises at some ungodly hour to START that station's broadcasting day at 6:30....Jean Abbey, Woman's Home Companion Shopper, starts one shot a week series on KMOX April 20....she gives department store shopper advice.



"LEND A HAND"

Madison Personal Loan Co.
WNEW, Fridays, 9:30-10:30 p.m.

JOB CLINIC INTERESTINGLY HANDLED AND DOING A GOOD PUBLIC SERVICE.

Combining real-life incidents containing a good deal of human interest and the worthy public service of trying to find jobs for the unemployed, this program conducted by Martin Block looks headed for good results. Similar service features in other sections are proving very successful and doing their sponsors much good, and there is no reason why this one shouldn't do likewise.

Block handles his applicants with intelligence, tact and consideration. Among the long list of job-seekers

appearing on the initial program was a wide variety of workers, nearly all with qualifications that deserved consideration, and the several telephonic responses from listeners with jobs to offer gave the program a dramatic touch, supplying suspense for listeners as well as for the hopeful applicants.

The brief case histories of the applicants, their education, experience and some of their personal problems proved interesting. Names were withheld, unless the job-seekers desired otherwise, and the various cases were designated by numbers.

Sponsors, the Madison Personal Loan Co., deserve credit not only for financing such a program, but also for utilizing very little of the hour's time for commercial announcements.

\$550,000 to Network On P. & G. Drene Series

(Continued from Page 1)

are now on NBC exclusively sponsored by P. & G., of which three are for Drene; the two above and a two station hookup WMAQ, WEA, Thursdays, 7:45-8 p.m.

To the \$550,000 must be added the talent cost, also the time and talent budget of the Drene quarter-hour WBS disk series featuring Jerry Cooper which are being broadcast by 100 stations. H. W. Kastor & Sons agency of Chicago has the account.

Jerry Cooper to Disk Balance of Drene Pact

Jerry Cooper, signed last week to replace Fred MacMurray on the Hollywood Hotel broadcasts, will fulfill the balance of his Drene contract, which expires June 10, and which was exclusive with the shampoo maker, by making a series of disks for the Drene spot programs now being aired over approximately 100 stations nationally. Drene is at present airing Cooper over the NBC-red net Thursdays, 7:45-8 p.m. Sponsors have auditioned George Griffen to replace Cooper on the network show.

Cooper will depart for Hollywood May 1 and will begin Hollywood Hotel series May 7. Program is aired over CBS network, Fridays, 9-10 p.m., sponsored by Campbell Soup Co. F. Wallis Armstrong, Philadelphia, handles account.

WINS to Recreate Games

Reconstructed play-by-play broadcasts of major league baseball games, following the Yanks and Giants in all out of town games, will be aired by WINS starting tomorrow at 7:30 p.m. Pat Barnes will be at the mike, assisted by Don Dunphy.

18 Programs Are Set In WLW-WHN Hook-up

(Continued from Page 1)

of WLW during the program.

Tests were made throughout the day yesterday in an attempt to get everything in working order. Programs were transmitted from WHN studios to WLW, KQV and WFIL with those stations repeating performance at set intervals.

Herbert Pettey, WHN associate director, is now in Cincinnati where final arrangements for program exchange schedules are being completed. Pettey returns to New York Wednesday.

Shows aired in yesterday's preliminary broadcasts were "Once Upon a Time," 9 a.m.; Little Jack Little and Orchestra, 7:45 p.m., and "Moon River," midnight.

Sustaining program schedule set for today through Wednesday of this week includes: Buster Locke and Will Osborne orchestras, and "Flying Dutchman," musical show, between 8 and 9:30, tonight. "Moon River" goes on at midnight.

Tomorrow afternoon has Carl Freed and harmonica band, Larry and Sue, harmony duo evening has Will Osborne; "Moon River," Orrin Tucker and Locke orchestra around midnight. Wednesday has "Variety Time," at 1:30 p.m., with Ray Shannon and Toy band late in afternoon. Late evening again has Tucker, "Moon River," and Phil Levant orchestra for the midnight trick.

Guizar Re-Signed

Tito Guizar, Mexican tenor, has been signed to a new exclusive management contract by the Columbia Artists Bureau, Inc. Guizar has been associated with CBS management since 1931.

Guizar gives a concert in Carnegie Hall tomorrow night.

ORCHESTRAS MUSIC

EULTON McGRATH, pianist of the Lennie Hayton Ork, has penned a number called "Nonchalance."

The International Chorus, a group of thirty mixed voices, under the direction of Victor Larsen, will broadcast a series of four programs over WMCA, effective last Saturday. They will be heard every Saturday from 8:45-9:15 p.m.

Dr. Frank Black's String Symphony Program on Wednesday, 9-10 p.m. EST over the NBC-Blue network, will begin with the playing of "Fuga Scherzando," one of Bach's shorter fugues. The arrangement has been performed but once previously by Dr. Walter Damrosch. The "Intermezzi Goldoni," "Die Liebende," and Arensky's "Variations on a Theme by Tchaikowsky" will also be heard.

Zinn Arthur, who hit a new rhythmic stride with "Maracas Swing," follows it up with "Bongo," which is in the same manner. Zinn and his musical aggregation featured the number on their program Friday night at 9:45 over WHN.

Two all-American concerts from the annual American Music Festival of the Eastman School of Music will be broadcast over the NBC-Blue network on April 27 and 29. "Songs for Autumn," composition which won the Prix de Rome for composer, Frederick Woltmann, will be heard in the Tuesday concert. "Prelude" and "Toccata" by Gardner Read will be the featured selections of the Thursday broadcast. The work which won an award of \$1000 by the New York Philharmonic Society for the best new American Symphony, will be played by the Rochester Philharmonic Orchestra, Dr. Hanson conducting.

Former music director Bob McCombs of station KOMA is now working as an organist for the new Mutual Broadcasting System in Oklahoma City. Programs are released through the Oklahoma City Station KTOK.

"BARON MUNCHAUSEN"

JACK PEARL

RALEIGH and
KOOL CIGARETTES

WJZ-10 P. M. E.S.T.—Friday
NBC Network

Dir.: A. & S. LYONS, Inc.



H. WADSWORTH COLE, for the past six years manager of KGER, last week tendered his resignation, and will be succeeded by C. Merlin Dobyns, original founder of the station. Cole took over when the station leased its original site, saw it through two other moves to its present site in Hotel Clark, and its rise to approximately 85 per cent time sold. Cole is going to take a trip and rest before announcing his future plans.

Raymond R. Morgan, head of the Raymond R. Morgan company, home from an Eastern trip.

Federal Theater of the Air is starting a series of dramatic episodes on the life of the Biblical character, Jezebel, on KFAC. Program started out as a one-shot Jezebel playlet, had such response that a serialized script was decided on.

Lum and Abner, for the first time in 6 years, will bring in a third member to their cast. Heretofore they have done all the characters, and sound effects as well, by themselves.

Donald W. Thornburgh, CBS v.p. in charge on the coast, has gone to San Francisco, in connection with the new Palace hotel studio construction there.

Mertens and Price are starting next week on the first of 104 episodes of Martha Lane's Radio Kitchen. So far, only audition disks have been completed, and recordings will be made a few at a time to keep the material timely and keyed to seasonal conditions.

Dick Stockton's orchestra has been signed on for a weekly half hour program on KGFF.

"First Nighter" to Chi With Tremayne, Luddy

"First Nighter" program shifts back to Chicago next month when Don Ameche, headliner of the show, goes to the new Chase & Sanborn Sunday night program on May 9. Les Tremayne of "Grand Hotel" and Barbara Luddy are expected to head new cast. Campana, sponsor, will keep the show on NBC all summer.

1	9	3	7
SUN	MON	TUE	WED
4	5	6	7
10	11	12	13
16	17	18	19
20	21	22	23
24	25	26	27
28	29	30	

Greetings from Radio Daily to

Howard Claney
Sylvia Froos
Page Gilman
Louis Katzman
Oscar Kronenberg
Vivienne Segal
Ann Shelley
Betty Winkler

☆ Coast-to-Coast ☆

A. E. NELSON, manager of KOA, Denver, on his third anniversary at the station last week, was given a stag party at the Cosmopolitan Hotel.

Harry Hill is a new member of the news staff at KQOD, Denver. Formerly with UP, AP and Colorado newspapers.

France Laux, in addition to his baseball broadcasts for Kellogg, will present daily "Dope from the Dug-out" for Hyde Park Beer over KMOX, St. Louis.

General Mills is extending its baseball broadcasts to take in WGCN, Gulfport, Miss., airing the New Orleans Pelicans' road games.

"Little Dan the Movie Man," film chatter sponsored by Dan Cohen Shoe Co. over WROL, Knoxville, has caught on big. It's heard in the same quarter as Chapman Drug's "Tonight's Movies." On the same station, Supreme Foods Co. has added a "Job Clinic," which is doing a good public service.

While Dick Hartman and his hill-billy band is moviemaking in Hollywood, Fred Kirby will handle the RCA show on WBT, Charlotte, N. C.

Bernie Armstrong at the organ, Tony Rang and his electric guitar, and Bob Carter, vocalist, start a new program today on KDKA, Pittsburgh. The three boys will be heard at 4:45 p.m. Mondays and Thursdays.

Sammy Fuller, of the KDKA announcing staff, will be heard regularly in a new program at 7 p.m. Fridays.

Art Wallburg, ace Man-of-the-Street announcer at WPRO, Providence, sure did pull a boner. Broadcast invitation to school children to come down next day and talk over the air. Thought only right that youth should have their fling. Day happened to be school holiday. More 'n a million (estimate) future presidents and first ladies accepted invite.

All wanted to orate. Insisted. Near riot. Traffic jam. Art lost new Easter hat. P-o-l-i-c-e!

Amy Lawrence now staff pianist at KLX, Oakland, replacing Alice Blue, who went to Hollywood.

Herb Allen, free lance relief announcer in the San Francisco bay region, assigned to announce KROW's local baseball games on their General Mills program. Herb beat four other competitors.

T. A. McClelland, chief engineer for KLZ, Denver, can't go home for a few weeks. Both his daughters have scarlet fever, and he is quarantined out.

Charles Sigmund and Thomas Baird of the British Broadcasting Co. were entertained at the WHA studios while in Madison, Wis., last week.

Mrs. Adelle Gahnz, soloist and pianist, has signed a 13-week contract to broadcast each Sunday over WSAU, Wausau, Wis.

Vent Callahan, formerly with WTMJ's Badger State Barn Dance, is now conducting his own show. Cal's Barn Dance Round-Up.

Claude Herring, new sports announcer at WWSW, Pittsburgh, was introduced to radio editors last week at a dinner given in the Roosevelt Hotel by the Atlantic Refining Co. Herring came from WCAU, Philadelphia.

Radio will rib the film that ribs radio when "Wake Up And Live," 20th Century-Fox film musical which makes comedy out of radio control-room situations, is represented on Ben Bernie's program over the NBC-Blue network tomorrow night. Walter Winchell, co-star of the picture, will heckle Bernie to his face, and there will be free-for-all comedy from Alice Faye, Jack Haley, George Givot, Walter Catlet and Leah Ray, all of the "Wake Up And Live" company. Picture also will be previewed Thursday on the "Hollywood Hotel" program over CBS.

Commentator Magazine Takes Air for 13 Weeks

"Commentator," the new pocket-edition magazine, will take the air today over WEA, 11:05-11:15 p.m., with a program entitled "Free for All," John B. Kennedy acting as "head of the round-table." Discussions will be staged before the mike between one of the editors of Commentator and a reader of the magazine. In tonight's broadcast Lowell Thomas will carry on a conversation with a reader. Series is signed for 13 weeks, once weekly, through Cecil, Warwick & Legler Inc.

Jean Dickenson Gets Spot

Jean Dickenson has been selected as new prima donna of "American Album of Familiar Music," Sunday 9:30 p.m. series over NBC-Red network. She starts May 2. Singer is under contract to NBC Artists Service.

"March of Time" on WEOA

Evansville, Ind.—Though not affiliated with CBS network, WEOA here has been added to the "March of Time" hookup which Servel Inc. started last week.



A NEW half-hour variety program of western and hillbilly tunes, "Vagabond Varieties," started Saturday on WGN. The Vagabond Cowboys and the Country Cousins, latter being familiar to WLS and NBC Barn Dance listeners, are in the cast. It will be a regular Saturday feature, 10:45-11:15 a.m.

"Life of Mary Sothern," WGN-Mutual network drama, changed time to 2:15 p.m. CST, Fridays.

Harry Weber, director of WGN's concert orchestra, is back from his vacation.

Hans Lange directs the final Chicago Symphony concert of the season over Mutual network Saturday. Henry Weber will be commentator, with James Fleming announcing.

Anson Weeks, heard over CBS from the Edgewater Beach, is the father of a girl. Ditto for Jean McGregor of the NBC serial, "Today's Children."

Letsy Pickard, 2½ year old granddaughter of Dad Pickard of the Hill-billy clan, is warbling at WJJD.

Don McGibeny, NBC commentator, is in Lake Forest Hospital, due to laryngitis.

Bob Trendler of Mutual's "Contented Hour" lost his appendix in Passavant Hospital.

Louise Campbell of "Romance of Helen Trent" and "Leaning on Letty" leaves this week for Hollywood to play in Paramount's "Wild Money." Virginia Clark and Parker Willson also were screen tested last week.

Joe E. Brown is due here by plane tomorrow from the coast to appear in a baseball broadcast with John Harrington over WJJD.

Kay Kyser has induced Virginia Sims, vocalist, to rejoin his ork. She is coming from California. Harry Babbitt is another new voice. Kyser's first four Willys commercials will be aired from here, then several from New York and others from Memphis and various cities.

Hal Holman Joins Rambeau

Chicago—Hal A. Holman has joined the sales staff of the local office of William G. Rambeau Co. Holman was formerly associated with Paul Block & Associates.

Today's WHAT - WHAT!

WHAT-WHAT! Only ten new SUNDAY PLAYERS contracts this week! Those boys must be slipping. I'll write for samples and cheer 'em up. Take a letter: "Mertens and Price, Inc., 1240 South Main, Los Angeles . . . send free samples of SUNDAY PLAYERS Shows."



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 50

NEW YORK, N. Y., TUESDAY, APRIL 20, 1937

FIVE CENTS

Sues W. U. Over Baseball

Looking On AND LISTENING IN

RADIO-THEATER A trend toward broadcasting from regular paid-admission theaters appears to be quietly under way in several sections of the country.

Around New York alone, at present, there are sponsored airings of portions of shows or special radio features from the Brooklyn Paramount Theater, the Park Plaza Theater in the Bronx, the Paramount in Newark and the Fox in Brooklyn.

For listeners before a dial, these programs are not always as satisfactory as their more regulated counterparts from broadcasting studios.

But there may be ways to remedy that. The more interesting query raised by this situation is how it hooks up with the studio audience problem.

The much mooted question of radio and theater opposition also may find some kind of a solution here.

From a radio standpoint, advertisers could sponsor individual acts of a vaudeville show, or a participating sponsorship could take over the whole performance.

Types of radio programs desiring an audience would find the real thing in a regular theater charging admission.

Laughs and applause would be genuine.

From the theater standpoint, if the show is good, the airing will boost business at the box-office during its entire run.

Of course, the angle of reviving theater audiences may find opposition among those who consider the theater a competitor of the radio.

But in as much as the present widespread access to studio shows is doing that very thing anyway, why not get together and make it a cooperative arrangement between radio and stage under terms and conditions that will benefit both.

15 Years for WHB

Kansas City — WHB celebrates its 15th anniversary next month. Built by Sweeney Auto School in 1922, station was taken over nine years ago by Cook Paint & Varnish Co. General Manager John Schilling, builder of the original plant, and Chief Engineer Henry Goldenberg, who joined two months after it went on the air, are still with it.

13 MORE SHOWS ADDED IN WLW-WHN HOOK-UP

Program details for the rest of the week were completed yesterday by WHN for its exchange series with WLW which premiered 9 p.m. yesterday. Thirteen more sustainings were added to the 18 already set, bringing the total of broadcasts to be heard over the hook-up the first week to 31.

WHN will broadcast first program Thursday at 7 p.m. when Buster Locke and orchestra air. Later in the evening Ted Travers' orchestra, Will Osborne's orchestra and "Moon River" will be heard. Friday's schedule will begin at 12:45 p.m. with Will

(Continued on Page 8)

Record World Audience Will Hear Coronation

Largest international audience in the history of radio will hear the Coronation ceremonies taking place May 12 in London, according to data compiled by NBC. In addition to the U. S., where all networks will carry the event, 12 countries already have arranged for special broadcasting facilities.

Start Work At Once On New KMTR Studios

West Coast Bureau, RADIO DAILY

Los Angeles—Architect's plans have been approved, work is to start immediately, and within 90 days, KMTR is to have a new home, it is announced by Victor Dalton, owner. The site is on four acres owned by Dalton, on Cahuenga, just South of Santa Monica, now the site of Dalton's transmitter and the building

(Continued on Page 3)

3-Hour Daily Gamut Show For Gen'l Mills on WMCA

A three-hour variety show plus sports will start tomorrow 2:30-5:30 p.m. as a seven-days-weekly program sponsored by General Mills over WMCA. A 14-piece orchestra with soloists and other artists will be spotted on each broadcast. Garnett Marks and King Lear will give running comments on baseball scores throughout the country, reported ev-

WJBK, Detroit, Files Action to Compel Telegraph Company to Furnish Scores of League Games

KRSC on 24 Hours

Seattle—KRSC is now broadcasting 24 hours daily, with a slogan of "Good Music Always". It's the only station in these parts on continuous service.

DON GILMAN TO CONFER ON TELEVISION STUDIO

San Francisco—Among matters to be taken up with NBC officials in New York by Don E. Gilman, v.p. in charge of the western division, who leaves tomorrow for the east, will be the question of whether NBC will expand its present Hollywood studios or seek more space elsewhere in order to provide for television developments.

Having just recently completed Hollywood studios, NBC is now confronted with the necessity of enlarging its quarters to meet the in-

(Continued on Page 8)

WRGA Leases Theater For 2-Hr. Paid Shows

Rome, Ga.—WRGA has leased the City Auditorium for two-hour Saturday night presentations of its "Hill Billy Jamboree," charging 15 and 25 cents admission to see the broadcast. Price Selby of the WRGA staff acts as m.c., with Wally Adams, also of the studio, assisting backstage.

Detroit—An action of far-reaching effect was instituted yesterday when WJBK turned to the FCC and the local courts in an effort to compel Western Union to furnish the station with baseball reports, which the telegraph company allegedly is withholding from WJBK because the service has been sold to a bigger station, WWJ. At the same time, WJBK attorneys filed mandamus proceedings in local courts, contending in both cases that W. U. is a public utility and as such cannot enter into contracts restricted to favored parties.

WJBK maintains that the present

(Continued on Page 3)

ITALY TO SEEK GOOD WILL IN U. S. RADIO SERVICE

Surrounded with more than ordinary secrecy, the Italian Government is reported readying a network program for good will purposes, intended to offset the adverse opinion of that country dating back to the Ethiopian war, and to encourage the return of considerable lost tourist trade. Further, the general rush to

(Continued on Page 3)

Six Coast-to-Coasters Sets Record for Mutual

West Coast Bureau, RADIO DAILY
Los Angeles—With six programs going transcontinental over MBS, Don Lee System today sets an all time high for number of coast-to-coasters going out from the Don Lee

(Continued on Page 3)

News Competition

St. Paul—In an effort to deliver news to its listeners ahead of the newspapers, KSTP has pushed its noon hour newstime period ahead to 12 noon from its former 12:40 p.m. spot.

The local rags in both Minneapolis and St. Paul have been hitting the streets between 12:30 and 1 p.m. on weekdays.

ery half inning. Bob Carter will flash racing results and Buddy Cantor will give Hollywood news and gossip.

Other sports results also will be flashed, plus remotes. Hal Janis will have charge of gathering and compiling the program material.

Bertram Lebar, WMCA sales mgr. closed the deal with General Mills.



Vol. 1, No. 50 Tues., Apr. 20, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk and Verne Bailey, 6425 Hollywood Blvd. Phone Granite 6607. Application for entry as second-class matter is pending.

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FINANCIAL

(Monday, Apr. 19)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	168	167 1/8	168	+ 5/8
Crosley Radio	21 3/4	21 3/4	21 3/4	- 1/4
Gen. Electric	54 3/4	54 1/8	54 3/4	+ 3/8
North American	26 1/4	26	26 1/4	+ 1/8
RCA Common	10 3/4	10 1/2	10 5/8	+ 1/8
RCA First Pfd.				
RCA \$5 Pfd. B.	(98 Bid)			
Stewart Warner	19 3/8	19 1/4	19 1/4	+ 1/4
Zenith Radio	38 1/2	37 1/4	38 1/2	+ 2 3/4

NEW YORK CURB EXCHANGE

Hazeltine Corp.	16 3/8	16 3/8	16 3/8	+ 3/8
Majestic	4	4	4
Nat. Union Radio	2 5/8	2 5/8	2 5/8	- 1/8

OVER THE COUNTER

CBS A	Bid	Asked
CBS B	54 3/4	56 3/4
Stromberg Carlson	54 3/4	56 3/4
	15	15 3/4

Veet Starts Test Series Before Nat'l Campaign

Philadelphia—Gardner Manufacturing Co., makers of Veet, a dry powder shampoo, plans a national spot campaign to develop distribution for the product. Though the account has not yet been assigned to an advertising agency, company has arranged for a test series over WFIL, taking daily participation in the "Classified News of the Air" stanza for 11 weeks.

Paramount Show Fading

West Coast Bureau, RADIO DAILY
Los Angeles—"Paramount on Parade" will finish its short career on the air after next Sunday's broadcast. Daylight saving forces too early an hour to get good stars.

RADIO EVENTS, INC.

AN INDEPENDENT PRODUCING GROUP SERVING ADVERTISING AGENCIES

535 Fifth Avenue,
New York, N. Y.From script to production—
that extra something that's good radio

NETWORK SONG FAVORITES

Following is an accurate list of performances for the week ending April 17, covering songs played from 5 p.m. to 1 a.m. on CBS and two NBC networks. Only compositions played 15 times or more are included. This listing is a regular Tuesday feature in RADIO DAILY.

Selection	Publisher	Times Played
Carelessly (Irving Berlin, Inc.)		35
Too Marvelous For Words (Harms, Inc.)		35
Boo Hoo (Shapiro, Bernstein, Inc.)		30
Where Are You (Leo Feist, Inc.)		27
September In The Rain (Remick Music Corp.)		24
Little Old Lady (Chappell & Co.)		21
Moonlight And Shadows (Popular Melodies)		21
Sweet Is The Word For You (Famous Music Corp.)		19
When Love Is Young (Miller Music, Inc.)		19
I've Got My Love To Keep Me Warm (Irving Berlin, Inc.)		18
Never In A Million Years (Robbins Music Corp.)		18
Swing High, Swing Low (Famous Music Corp.)		18
What Will I Tell My Heart (Crawford Music Corp.)		18
How Could You (Remick Music Corp.)		16
Let's Call The Whole Thing Off (Chappell & Co.)		16
My Little Buckaroo (Witmark & Sons)		16
That Foolish Feeling (Leo Feist, Inc.)		16
You're Here, You're There (Marlo Music Co.)		16
Blue Hawaii (Famous Music Corp.)		15
Love Bug Will Bite You (Santly Bros.-Joy, Inc.)		15
Sweet Leilani (Select Music Co.)		15
To A Sweet And Pretty Thing (Shapiro, Bernstein, Inc.)		15

Foreign-Language Shows Increase to 20 at WOV

Reflecting the growth of foreign-language broadcasting, WOV, leading Italian language outlet of the country, now feeds 20 network shows weekly to Eastern stations including WRAX, WICC, WEAN, WAAB, WOR, WINS, WSPR, WABY, WIBX, WMBO, WSAY and WBNY. WOV also acts as central office for 22 weekly programs fed to out-of-town outlets but not heard over WOV.

Radio Got 14 Per Cent Of 1936 Adv'g Dollar

At the initial session of the annual convention of the Association of Newspaper Publishers which opens today at the Waldorf-Astoria, the ANPA Bureau of Advertising annual report will reveal that, out of \$427,561,000 spent for advertising in 1936, radio received 14 per cent. In 1935 radio garnered 13.4 per cent, according to the bureau.

WTBO Names McGillvra

Cumberland, Md.—Henry B. McNaughton, general manager of WTBO, announces appointment of Joseph Hershey McGillvra as national sales representative for the station. R. W. Clipp, formerly of NBC and now business manager for WFIL, Philadelphia, is president of WTBO.

WDNC's Annual Ward Week

Durham, N. C.—Montgomery-Ward is holding its annual Ward Week with daily disk broadcasts of the Rhythm Rascals over WDNC.

Robert Hoffman Married

Syracuse, N. Y.—Robert H. Hoffman, radio editor of the Herald, was married Saturday to May Labby.

Sobriety Series Signed On 10 Don Lee Stations

West Coast Bureau, RADIO DAILY
Los Angeles—Samaritan Institute (liquor habit cure), which has been on local stations consistently, is moving to wider fields and has signed for Don Lee system of 10 stations, starting today with a twice-a-week series of 15-minute programs featuring "The Old Judge," Howard Esary producing. Allied Advertising Agency placed. Contract runs 52 weeks.

Giants-Dodgers Opener Being Sponsored on WOR

For the first time in New York City, a major league baseball game other than a World Series has been sold to a sponsor. Opening game today between the Giants and Dodgers at Ebbett's Field was bought yesterday by Crawford Clothes. Dave Driscoll and Stan Lomax will give play by play description via WOR, which had acquired the rights.

New Coast Disk Firm

West Coast Bureau, RADIO DAILY
Los Angeles—Fitra Productions, Inc., has been formed with Dr. W. H. Voeller as president, I. O. Witte, vice-president, and Edward Pavarof, secretary and treasurer. The firm will handle transcriptions, radio programs, slide films, industrial films, and also plan to make a feature film later in the year.

LEO SAYS:

WHN's Jimmy Jemall is radio's original inquiring reporter—with a N. Y. Daily News following since 1921!

WHN DIAL 1010
AFFILIATED WITH
M-G-M-LOEW'S



COMING and GOING

CHARLES E. GREEN, head of Consolidated Radio Artists, Inc., returned yesterday from Texas via Chicago.

ALLEN T. SIMMONS, owner of WADC, Akron, headed for New York on business.

ED PAMPHILION, WFIL operations supervisor, leaves today for a Florida vacation.

JOE STORY, KMBC retail sales representative, left Kansas City Saturday for Philadelphia and will be gone a week.

JANE PICKENS is leaving the "Zeigfeld Folies" at Indianapolis this week and will do a guest spot on the "House That Jack Built" Friday from Sewickley, Pa. She then returns to New York for more radio work.

IRVING MILLS is in Hollywood seeking new recording talent and discussing picture deals for Cab Calloway and Ina Ray Hutton.

DOUGLAS D. STORER, indie production man, will remain away from his office until next week, touring the south.

E. J. SAMUELS, commercial manager of WMAS, Springfield, Mass., has returned from a business trip to New York.

Q. A. BRACKETT, president of the Connecticut Valley Broadcasting Co., owners of WSPR, Springfield, Mass., has returned from Washington, D. C.

GRACE MOORE leaves for Hollywood on Sunday.

LOUIS K. SIDNEY, managing director of WHN, goes to Hollywood Thursday for a three-week stay.

GIULIO MARCONI, son of the inventor, arrived yesterday from Italy. Will spend two years here studying radio at RCA plant.

DON E. GILMAN, NBC western division chief, leaves San Francisco tomorrow for New York.

HAVEN MacQUARRIE leaves the Coast May 7 on a cross-country personal appearance tour. He will also scout talent for Warners.

New NBC Minstrels Start Series Tomorrow

Chicago—NBC Minstrels, headed by Gene Arnold, with Harold Peary, Bill Thompson, Vance McCune, Shorty Carson, Edward Davies, Clark Denis and a male ensemble and orchestra under Al Short, take the NBC-Blue network tomorrow at 10:30 p.m. EST as a weekly feature.

Local color will be injected by the designation of honor cities, selected on a basis of votes received in proportion to population.

WFIL Program Adds Time

Philadelphia—To accommodate additional advertisers seeking participation in Martha Laine's "Woman's Club of the Air," daily WFIL feature, station has added 15 minutes to the regular half-hour.

Sales! Sales! Sales!

It's the sales that count.

Never mind how many listeners you have who just "love" your news programs.

Are your news programs SOLD?

If not, then you better contact us immediately.

"RADIO'S ONLY NEWS COUNSELLORS"

VanCronkhite Associates, Inc.

360 NORTH MICHIGAN AVE.

CHICAGO

State 6088

SUES WESTERN UNION FOR BASEBALL SCORES

(Continued from Page 1)

W. U. contracts which exclude this station constitute restraint of trade. The station sets forth that it was the pioneer in telegraphic description of baseball here. It started broadcasting out-of-town games by means of wire reports back in 1933 when other stations were unfavorable to the plan. Later WWJ, CKLW and WXYZ adopted similar broadcasts.

Commenting on the legal action, Manager James F. Hopkins of WJBK said it was a friendly move insofar as W. U. is concerned. "That company is only doing what a large and powerful station with the backing of two big national advertisers wants it to do," he said, adding that impartial survey published by the Detroit News showed more than 50 per cent of those listening to out-of-town games last season tuned in on WJBK for them.

Hopkins said that WJBK counsel is confident W. U. can be forced to either furnish baseball reports to all who want them or refuse them to all alike.

W. U. buys the country-wide score reports from the leagues on an exclusive basis, and in turn sells the service.

Start Work At Once On New KMTR Studios

(Continued from Page 1)

housing KMTR's engineering and technical staff.

New home of KMTR will be housed in a group of one-story buildings, grouped together to conform to the Mexican style of architecture selected by the builders. Administration building will house 20 suites of offices, rehearsal studios, etc. Separate building will house auditorium studio. This is the fifth new radio studio plant to be announced in Los Angeles this year.

Astaire in Special Operetta

A special comic operetta, "Bojangles of Harlem," with lyrics and musical interludes by Johnny Green, will serve as the Fred Astaire radio vehicle April 27 over the NBC-Red net. Charles Butterworth, Francia White and Trudy Wood will be in the cast.

WMAZ's 7th Annual Bee

Macon, Ga.—Seventh annual spelling bee at WMAZ will be held April 22-24, with 18 county schools taking part. Bee has been sponsored each year by Bankers Health & Life Insurance Co.

RALPH KIRBERY

"The Dream Singer"

63 WEEKS

LIPTON'S TEA
N.B.C.

NEW PROGRAMS—IDEAS

Traffic Court on Air

"Traffic Court on the Air" will be a new sustaining over WCKY, Cincinnati, starting Friday. The program, aired 9-9:30 a.m. EST, will originate in Judge Joseph P. Goodenough's Traffic Court at the City Hall in Covington, Ky.

Actual testimony in traffic cases and the verdicts of the court will be broadcast by remote control. The weekly program is a contribution to the safety movement and at its conclusion each Friday there will be safety talks by Covington officials, including Judge Goodenough, Alfred Schild, assistant police chief, and George W. Hill, city prosecutor, of Covington.

Six Coast-to-Coasters Sets Record for Mutual

(Continued from Page 1)

system. This includes the period during which KHJ and Don Lee were CBS affiliates. KHJ, Los Angeles, is originating "Sing Time," Homer Canfield's "Radio Parade," the premiere of "A Star is Born" from Grauman's Chinese Theater, Sterling Young's ork and Ted Fiorito's ork. San Francisco is originating Waldman's orchestra.

Radio Execs in Town For Publishers' Meet

Radio executives who are expected in town today to attend the Association of Newspaper Publishers convention at the Waldorf-Astoria include Richard Borel, WBNS; James Cox, Jr., WHIO; John Cowles and Gardner Cowles, Jr., Iowa network; E. J. Stackpole, Jr., WHP; Dale Taylor, WESG; C. C. Council, WDNC; B. F. Orr, KTRH; Phil Lalonde, CKAC; Frank Gannett, WHEC; J. P. Fishburn, Jr., WDBJ; Earl Glade, KSL; A. L. Glasmann, KLO; David E. Smiley WDAE; John D. Ewing and John C. McCormack, KTBS; Guy C. Hamilton, McClatchy stations.

Also Roger and Charles Peace, WFBC; Col. J. Hale Steinman, Mason-Dixon Radio Group; A. E. McCullough, WGAL, WDEL; Joel H. Bixby, KBIX; Joseph R. Knowland, KLX; G. C. Willings, WCOA; O. L. Price, KEX, KGW.

WWVA Gets Short Wave

Wheeling, W. Va. — West Virginia Broadcasting Corp., operating WWVA, has been granted short wave licenses W8XKB and WAAH Station plans to put the mobile relay stations into use immediately. New Western Electric remote equipment recently was installed.

KMBC Music Week Auditions

Kansas City—KMBC is holding private auditions of musical talent for airing during National Music Week.

Philip L. Ponce Moves

Philip L. Ponce Inc. has moved to new offices at 444 Madison Ave.

Medical Aid Service

Two programs weekly, Mondays and Wednesdays at 4:30 p.m., are being offered over WOV by the People's Medical League, a non-profit organization which arranges for medical aid, on behalf of families of limited incomes, at reduced rates. The Monday program features "Medical Oddities in the News", with Henry L. Davis as commentator, while the Wednesday presentation is a dramatic sketch in serial form portraying events in the life of a typical New York family, thus bringing out the need for medical care at reduced fees.

Announcer Guild Confab Adjourned to Tomorrow

Confab held yesterday morning between representatives of CBS and the American Guild of Announcers was adjourned until 10 a.m. tomorrow. Ken Roberts has been selected to serve as alternate on the Guild bargaining committee because Perry is slated to leave soon for Peru to announce the CBS eclipse program on June 8.

Roy Langham, president of the Guild, denied that the Guild had any intentions of calling a strike if its demands were not met by CBS. Langham further declared that at no time have the talks with CBS officials been held on anything but friendly terms. Of the 30 CBS announcers and production men, the Guild, according to Langham, has 25, while three cannot sign with the Guild because of other union affiliations.

WBBM Business Spurt Shoves Back Ork Pickups

Chicago—Business is so brisk at WBBM that all remote orchestra pickups have been shoved back beyond 11 p.m. and on some nights well beyond midnight.

On alternate Fridays, Goldberg Credit Clothing has the WBBM Nutty Club on at 11 to 1 a.m. Saturdays the Drug Trades' Pappy Cheshire Barnyard Frolics compete with WLS National Barn Dance, 10:15-12:15.

Mutual Texas Salute

Mutual Broadcasting System on Monday will salute its new Texas affiliates, KTAT, Ft. Worth, and WRR, Dallas, with special musical programs from New York and Chicago.

Donald Peterson

PRODUCING

JUNIOR G-MEN of AMERICA

WOR—6:30 P.M.

M.W.F.

ITALY TO SEEK GOOD WILL IN U. S. RADIO SERVICE

(Continued from Page 1)

England to attend the Coronation is diverting a wealth of travel money to the British Isles, with possibility that most of the tourists and sight-seers will visit Scandinavian countries and France after the London ceremonies, rather than risk Mediterranean travel and the Spanish civil war ramifications.

Although network time has already been set, according to reliable sources talent is yet to be chosen and this end will be given the personal okay of Mussolini himself. Transcriptions of auditioned talent and sample programs are being rushed abroad for the edification of Il Duce. Last disks to be put aboard an Italian liner included a name orchestra, male singer doing pop ballads and an operatic soprano doing Italian arias. Credits are all for Italy in institutional manner. No tie-up with any steamship line or travel bureau is included.

5 Signed by Metropolitan

Five young singers employed by the networks have received contracts from the Metropolitan Opera and will appear in the spring series to be presented by that organization. Singers are Robert Weede, Thomas L. Thomas, Donald Dickson, Margaret Daum and Helen Traubel.



Lead in

PROGRAM PLANNING



**TODAY'S
BASE-
BALL**

DAILY 6:45 P.M.

★ F. C. C. ★ ACTIVITIES

APPLICATIONS RECEIVED

Yankee Network, Inc., Quincy, Mass. CP for new facsimile station.. 41000 kc., 500 watts.

Genesee Radio Corp., Flint, Mich. CP for new station. 1200 kc., 100 watts night, 250 watts day, specified hours.

C. Frank Walker & Waldo W. Primm, Fayetteville, N. C. CP for new station. 1210 kc., 250 watts, daytime.

Harry Schwartz, Tulsa. CP for new station. 1310 kc., 250 watts, daytime.

Brenau College, Gainesville, Ga. CP for new station. 1420 kc., 100 watts night, 250 watts day, unlimited.

Curtis Radiocasting Corp., Richmond, Ind. CP for new station. 1420 kc., 100 watts night, 250 watts day, unlimited.

Champaign News-Gazette, Inc., Champaign, Ill. CP for new relay station. 39700, 39900, 40800 and 41400 kc., 10 watts.

Champaign News-Gazette, Inc., Champaign, CP for new relay station. 39700, 39900, 40800 and 41400 kc., 2 watts.

KSLM, Salem, Ore. CP for change in frequency and power to 1360 kc., 500 watts.

APPLICATIONS GRANTED

WDBO, Orlando, Fla. CP covering changes in equipment and increase in day power to 5 Kw.

WAYX, Waycross, Ga. CP to install new equipment and increase day power to 250 watts.

KGGM, Albuquerque, N. M. Lic. to cover CP. 1230 kc., 1 Kw., unlimited.

King Trendle Broadcasting Corp., Detroit. Extension of authority to transmit, via WXYZ, programs to Canadian Radio Commission by means of commercial telephone wires.

Radio Air Service Corp., Cleveland. CP for new high frequency station. 31600, 35600, 38600, 41000 kc., 50 watts.

National Broadcasting Company, Inc., Chicago. CP for new relay station. 31100, 34600, 37600, 40600 kc., 50 watts.

W6XRE, Los Angeles. Lic. to cover CP for new high freq. station. 88000, 120000, 240000, 500000 kc., 500 watts.

Crosley Radio Corp., Cincinnati. CP for new high freq. station. 25950 kc., 200 watts.

APPLICATIONS SET FOR HEARING
Centennial Broadcasting Corp., Dallas. CP for new station. 1500 kc., 100 watts, daytime.

Thomas J. Watson, Endicott, N. Y. CP for new station. 1240 kc., 1 Kw., unlimited.

Ocala Broadcasting Co., Ocala, Fla. CP for new station. 1500 kc., 100 watts night, 250 watts day, unlimited.

Southern Minnesota Supply Co., Mankato. CP for new station. 1500 kc., 100 watts night, 250 watts day, unlimited.

Hickory Broadcasting Co., Hickory, N. C. CP for new station. 1370 kc., 100 watts, daytime.

KRKD, Los Angeles. Auth. to transfer control of corporation to J. F. Burke, Sr., and Loyal K. King.

APPLICATION DENIED

H. O. Davis, Mobile, Ala. CP for new station. 610 kc., 250 watts LS., unlimited.

APPLICATIONS DISMISSED

Utica Observer Dispatch, Inc., Utica, N. Y. CP for new station. 950 kc., 1 Kw., daytime.

E. Va. Newspaper Publ. Co., Clarksburg, W. Va. CP for new station. 1250 kc., 1 Kw., daytime.



● ● ● After three years on the air via CBS and then WOR, Feen-a-mint fades May 16....GGG, the clothes firm, is looking for talent and air-time....Carl Hoff slated to return to "Hit Parade"....Jeremy Gury, head of the Phillips H. Lord research department, is another to resign from that office. New job places him in charge of public relations for Intourist, Inc., agency to promote traveling to Russia....Ruth Weinberg of the Earle Ferris office out again this week because of the illness in family....The CBS Bowling championship was won by the Maintenance dep't composed of the air conditioning super, building super, and manager of the playhouses, who scored over the Production dep't with Andre Baruch reaching a score of 244....Red Norvo succeeds Hal Grayson who follows Benny Goodman at the Pennsylvania....Recommended: Tommy Dorsey's record of "Marie" with "Song of India" (also a honey) on the reverse side.

● ● ● That Lord & Thomas audition at NBC behind locked doors the other day was the playing of records for the J. C. Penney department stores....Jack Kofoed has bought another home in Penn. This time it's a rambling mansion in Ekins Park....Jack's brother, William H., the publisher, will shortly bring out a class men's mag called, "Sir," scheduled for an August date-line....Hal Le Roy opens at Benny Gaines' swanky Mayfair in Boston tomorrow, following Benny Fields....Hal opens at the Paramount on the 4th....Will Osborne has been signed for 13 transcriptions for a fashion concern with an option for 36 more....Milton Douglas, the comic, has been signed by M-G-M pictures with options....Mary McCormack, the radio actress, takes a screen test for RKO this afternoon....Frank Cooper is offering Marta Abba and John Halliday to the agencies as permanent features.

● ● ● Homer Canfield, Hollywood columnist syndicated in 12 newspapers, starts a coaster today with flicker scandal via Mutual....Walter Cassell has been signed as a permanent feature on the Rubinoff show as long as the fiddler remains west....George Fischer, another air columnist, who starts writing "Hollywood Diary" for the L. A. Daily News, also gets an air spot via MBS starting May 1, to be called "Hollywood Whispers"....Tim and Irene could have had the Jack Benny-Jell-o spot again this summer, but preferred 26 weeks via WOR to the 13 of subbing offered by General Foods....Teresa Small went over to the Ripley show doing research, leaving Ejler Jacobson with Phil Lord—and he is also expected to resign.

● ● ● Tip to publishers:....One shrewd professional manager has a "system" all his own on obtaining "No. 1" position with a tune for any given week....He selects a song that has a catchy melody, contacts singers and leaders, making arrangements in their particular style—after which he asks them to HOLD it—not to play the tune until he asks them....A week or two may pass....The firm's pluggers will stay away from the definite contact—not even asking a "break" on another song....Then—the fireworks begin....Every maestro and singer will be wired, phoned or entertained and the word goes out to PLEASE do the song this week....Zoom—the song gets all the "plugs" within the week and comes out on top of the heap.

● ● ● Mickey Alpert called off his CBS audition slated for last night—until a future date....Bobb Venn, emcee of the Silver Shadow University of Iowa Night Club, has his diploma and may be found engaged as page boy at NBC because he wants to be an announcer—but will settle for an opening in the sound department....Robert Taylor's mother, Mrs. Ruth Brugh, will tell about her boy, "America's Sweetheart", on the Vallee show Thursday, which will also feature Wynne Murray, currently appearing in the Broadway musical, "Babes In Arms"....The Four Jesters in Macon, Ga., being aired via WMAZ, are kiddin' themselves into a platform for the mayoralty race in that city....Roy Cambell's outfit appearing with Tom Howard's daughter, Ruth, tonight, will henceforth be billed as the Eight Huzzars...."Beetle" or Harry McNaughton, is no relation to H. B. McNaughton, who is general manager of WTBO, Cumberland, Md., though both have radio engineer qualifications.

ANNOUNCERS

WALTER KUCHLER, formerly of KMLB, Monroe, La., has joined WAML, Laurel, Miss.

WILLIAM WATSON is a new announcer at KONO, San Antonio. He also will warble in spare time.

JACK MITCHELL of the Payne Advertising Agency's radio division, San Antonio, is handling announcements of two new KTSA spot programs, one for Karotkin's Trading Post and the other for Interstate's Where to Go.

ANGUS PFAFF, chief announcer at WJBK, Detroit, and hostess Betty Wallace are now Mr. and Mrs.

BOB EVANS, mikeman at WJW, Akron, leaves shortly to join WSPD, Toledo.

PHILIP KEITH PALMER, formerly announcer with WIOD, Miami, has joined WMAZ, Springfield, Mass.

ARTHUR BERGSTROM, formerly with the Dramatic Group of WTIC, Hartford, replaces Douglas Clark at WSPR, Springfield, Mass.

New Variety Show on Way

Among contemplated new programs is a musical variety show with Enoch Light supplying the Melody Magic, and Joe Lewis, the clown, acting as master of ceremonies, introducing guest stars each week. Definite negotiations are being made by its cigarette sponsor for a Sunday evening spot.

12 Denver Theaters on Air

Denver—Three half hour programs weekly are sponsored by the 12 Fox theaters here. Featuring talent from the Denver theater orchestra, or from the Tabor stage show, and others, the programs are from the Paramount theater by remote control. The Sunday program is at 11 a.m. and Monday and Wednesday from 11:30 p.m. to midnight.

WJBW Suit to Higher Court

New Orleans—Counsel for Southern Broadcasting Co. stated late last week that it would ask the state Supreme Court to review the civil district court ruling that the state courts lacked jurisdiction in cases where injunctions issued might affect control of radio stations. Judge Hugh Gage on Friday affirmed WJBW owner Charles Carlson's plea that the state court lacked jurisdiction.

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SUN	MON	TUE	WED
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29	30		

April 20

Greetings from Radio Daily to

Wilfred Glenn

Betty Lou Gerson

The Tavern RADIO'S RENDEZVOUS

MAKE THIS YOUR
LUNCHEON—
DINNER—SUPPER CLUB

158 W. 48th St.

Toots Shor

WITH THE ★ WOMEN ★

By ADELE ALLERHAND

HAZEL GLENN, who viewed the quins through glass last year, on her tourist's trek to Callander, will sing on the Dafoe program over CBS Mondays, Wednesdays and Fridays....Elsa Maxwell, Park Avenue's gift to enfeebled parties, auditioned for a big commercial to other day....In a current radio popularity poll, sponsored by an ever so fan mag, Annette Hanshaw, two years divorced from the ether, appears to be taking eighth place, just one jump removed from mirth-maker Martha Raye.... Chase & Sanborn auditioned a new theater of the air program which, if all goes well, should place Thespis on the air with the proverbial loud report....Jean Dickinson, new "American Album of Familiar Music" lark, who studied in Africa and India, and speaks Hindustani, auditioned for Blackett-Sample-Hummert two years ago, was filed for future reference....they re-auditioned her when they needed a prima donna pronto....all she does now is warble....but NBC intends to restyle her facially and sartorially....

Foretaste of television....the NBC photographic exhibition, cheered us enormously.....Ray Lee Jackson, Desfors, and Haussler with their black and white magic have camouflaged glamorously Ether-Eves Louise Massey, Betty Wragge, Natalie Bodanya, Adela Rogers St. John, Mary Small, Gina Cigna, Irene Beasley, Irene Rich, Cornelia Otis Skinner, Irene Wicker, etc., to say nothing of the bass-singing contingent....Ray Lee had a few interesting behind-the-camera remarks to contribute on last night's NBC program over WEA, which should help establish his rep for versatility.... Gertrude Lawrence, now contracted to take the air for an oil company, will do a repeat on "Showboat" a week from Thursday....

Best wishes to Estey Stowell of Benton & Bowles who said it with orange blossoms in Morristown, N. J. last Sat.... Jessica Dragonette and other radio folk were wedding guests....Henrietta Brown, sec to Bobby Brown, Chi CBS program director, to marry May 6....they'll visit the Kentucky Derby....Ina Grange, who won a Dionne doll, refuses flatly to be photoged with it....Harriet Brent went NBC from Buffalo at the "Silver Grill", with the Dixieland Band, last P.M....



"FUN IN SWINGTIME"

with Tim and Irene
Admiracion Laboratories Inc.
(shampoo)

WOR (Mutual), Sundays, 6:30-7 p.m.

Charles Dallas Reach Advertising, Newark

LAUGHS WERE ALMOST NIL, AND MUSICAL END COULDN'T OFFSET THE HANDICAP.

The music of Bunny Berigan's orchestra topped this program's debut on Sunday. Comedy presented by Tim Ryan and Irene Noblette was disappointing. Material makes or breaks a comedian's reception by the radio audience, and it was very poor stuff that this comedy team offered. Last portion of half-hour delved into the pet-peeve gag-bag and came out with the moth-eaten phone pest who calls you up and wants you to "guess who this is." To even mention it on the air, let alone make a five-minute skit out of it, is larceny.

Lennie Hayton was the guest star and played a too-short piano solo, "Sweet Sue." Three lusty commercials helped to fill-out the half-hour.

JACK BERCH

Delv, Limited

WOR-WEAN, Mondays, Wednesdays, Fridays, 9:45-10 a.m.

NICE MORNING PROGRAM OF SONGS AND CHAT AIMED TO PLEASE FEMMES.

Possessing a good voice and a pleasing conversational manner, Jack ("Singing Salesman") Berch offers an enjoyable program of singing and chatting that is well geared to appeal to the feminine ears. Jack's style is friendly, and he slips in the commercial remarks in a manner that makes them easy to take.

"THE RIGHT JOB"

Sustaining

WGN-Mutual Network, Sundays, 2:30-2:45 p.m. EST.

VOCATIONAL ADVICE BY PSYCHOLOGIST MAKES GOOD SERVICE PROGRAM.

Presented under auspices of the University Broadcasting Council and Northwestern University, this is a very helpful public service program appealing to ambitious persons who want to be steered into the line of work that suits them best.

Program is in the form of an interview conducted by Dr. Samuel N. Stevens, psychology professor at Northwestern University. Actual interviews with young persons are used, with names not being divulged, and most of the talking is done by Dr. Stevens.

Last Sunday's case was that of a young business woman with exceptional qualifications. Her dissatisfaction was diagnosed as due to the fact that the positions she had held did not measure up to her talents,

and a different line of work was suggested.

Listeners are invited to write in for booklets prepared by the National Youth Administration for vocational guidance, or to apply for personal interviews.

"MANHATTAN MERRY-GO-ROUND"

with Bert Lahr

Dr. Lyons' Tooth Powder
WEAF (NBC-Red network), Sundays, 9-9:30 p.m.

Blackett-Sample-Hummert

REVISED PROGRAM HEADED BY LAHR GOES IN MORE FOR COMEDY WITH FAIR RESULTS.

Under its revised setup, with Bert Lahr heading the cast, this program displaced some of its musical bits in favor of comedy, wherein Sunday night already is long on quantity though shorter on quality. The brand delivered by Lahr in his first show was neither very good nor very bad. Just a batch of hokum about a guy who inherits a hotel in the mountains and goes up there to try to run it, with the usual amusing complications.

A cast of capable performers aided Lahr in the sketch material. Louis Sorin, stooge, helped to get laughs.

In the orchestra end, the Don Donnie aggregation did a snappy job. Rachel Carlay, carried over from the previous show, did a nice bit of vocalizing. Ditto the Men About Town.

Ford Bond handled announcements.

RUBINOFF

Chevrolet

CBS Network, Sundays, 6:30-7 p.m.

Campbell-Ewald Co. Inc.

FIRST-CLASS VARIETY SHOW WITH PLENTY DIVERSITY PLUS RUBINOFF MUSIC.

A program embracing a good deal of diversity gave the new Rubinoff-Chevrolet series a nice sendoff. Emanating from Hollywood, the initial bill was ushered in with an Eddie Cantor song hit medley in honor of the guest appearance of Eddie Cantor, who indulged in some amiable ribbing of his former radio program mate, after which he sang "Gee, But You're Swell." Then Fred Keating took over as emcee. Keating has a suave, clear-cut style that ought to get across nicely, though he didn't quite hit his stride at the opening show.

Walter Cassell, new baritone sensa-

ADOLF SCHMID

Conducting—Orchestration

INSTITUTE OF MUSICAL ART

JUILLIARD SCHOOL OF MUSIC

New York City

GUEST-ING

ROBERT TAYLOR and IRENE DUNNE in "Magnificent Obsession," on Lux Radio Theater, April 26 (CBS, 9 p.m.).

SIDNEY FOX of "Masque of Kings" on Theater Guide program, today (WINS, 11:30 a.m.).

HORACE HEIDT, on Jay C. Flippen's amateur program, tonight (WHN, 7 p.m.).

WALTER CONNOLLY, ROSE BAMPTON and ERNEST SCHELLING, on Bing Crosby's Kraft Music Hall, April 22 (NBC-Red, 10 p.m.).

SIR CEDRIC and LADY HARDWICKE and ERIK ROLF, mimic, on Rudy Vallee Varieties, April 22 (NBC-Red, 8 p.m.).

MURDOCK PEMBERTON, of Esquire staff, and BILL BROWN, boxing commissioner, on Esquire program, today (WOR, 8 p.m.).

CLIFTON FADIMAN, in "The Writer and His Audience," on WPA's Exploring the Seven Arts, April 21 (WQXR, 9:45 p.m.).

THE TUNE TWISTERS trio (Andy Love, Bob Wacker and Jack Lathrop), on the Fred Allen program, April 21 (NBC-Red, 9 p.m.).

MARY SMALL, DALE CARNEGIE and NADINE CONNER, on Lanny Ross' Show Boat, April 22 (NBC-Red, 9 p.m.).

DURELLE ALEXANDER and RAY JONES, on Jack Eigen's Broadway Newsreel, today (WMCA, 10 p.m.).

tion recently grabbed by the films, registered fine in "Song of the Open Road." Carmel Myers did a one-woman dramatic skit about an actress who shot a blackmailing boy friend in Paris, the action winding up aboard the Titanic with Miss Myers singing "Kiss Me Again" just as the ship has its fatal collision with an iceberg.

Ella Logan, the Scotch lassie, sang "They Can't Take That Away From Me" very pleasurably. Dave Rubinoff played "The Night Is Young" as his violin solo, and for a finale the Chevrolet Quartet did "Boo Hoo."

Bob Sherwood handled the commercial announcements, which were short and sweet. The orchestra under Rubinoff had plenty of rhythm and pep.

THE SONGBIRD OF THE SOUTH

★ ★ ★ ★

KATE SMITH

A & P BANDWAGON

THURSDAYS

CBS NETWORK 8-9 P.M., E.S.T.

EXCL. MANAGEMENT TED COLLINS



WHEN George Fischer's Hollywood Whispers starts airing coast to coast over Mutual, May 1, the program will continue with an announcer's novelty which has gone big on the Coast. Announcer talks in a whisper, and chirps in and out of the program with what are apparently heckling questions, which give Fischer a chance to say things he wouldn't dare to do straight.

Charles E. Sayler, who has been with J. F. Helmold & Brother of Chicago for past ten years, here to take post as Director Public Relations for Don Lee net.

Ben Klassen, former Los Angeles singer whose ballads more recently have been heard on Eastern programs, back on the Coast, to join KFI-KECA artists. With Wesley Tourtellotte and Mona Content, he starts organ, piano, song program series on KFI, Monday nights.

Segar Ellis is starting his fourth series of 16 recordings of late pop tunes for Standard Radio. Irene Taylor, singing.

KHJ, Don Lee outlet, has added Harry L. Bryant of Gaffney, S. C., to its technical staff.

Lew Weiss, Don Lee chief, will tell about "tomorrow's programs" at a joint meeting of Los Angeles and San Diego ad clubs in San Diego April 21.

Los Angeles City Employees Association signed for a campaign on 10 local stations to plug Charter Amendment No. 1 (pensions). Walter McCreery of Allied Advertising Agency placed account, with time running to May 4 (election day) on KNX, KHJ, KFWB, KEHE, KMTR, KMPC, KFAC, KRKD, KFVD and KGFI.

Harry Owens and his Royal Hawaiians just finishing 30 sides for Dekka Records, in Recordings, Inc., plant. Lonnie MacIntyre and his Seven Seas cafe ork, doing six tunes for Decca in same plant.

Sol Bright and his Hawaiian Ork, which has had an evening spot nightly, will start Friday with an afternoon spot added, both programs on KFWB.

Paul Zens, CBS arranger and male chorus director, had his newest song, "My Design for Loving You," accepted for publication by Crawford Music Co.

Richard Mack, New York scripter, is here to work on the new Don Ameche show which J. Walter Thompson are putting on the air starting May 9.

Cliff Clark, original barker on the old Gilmore Circus, and renewed as barker on the revival, next week starts a new role, as producer of the Saturday night Coast red net show on NBC. Raymond R. Morgan is agency.

Gillette Community Sing, Ruthrauff & Ryan agency, has renewed on CBS for another 13 weeks.

Elza Schallert will interview Victor Moore and Helen Broderick on her Friday night program.

★ Coast-to-Coast ★

EDITH ARNOLD, popular artist at WPTF, Raleigh, N. C., is to be starred in her own program of gospel songs, "Sweet Songs of Long Ago," twice weekly, starting April 27. Raymond Cosby will be at the console.

Richard Rolland, who sings in the Bing Crosby style, has been added to the "Music in the Morning" program on WXYZ and the Michigan network.

Tommy Johnson, advertising agent for KOMA, Oklahoma City, is back at work after an operation.

Ken Wright, organist, has a nightly 30-minute program and also appears in six other commercials and two sustainings weekly at WKY, Oklahoma City.

Richard Mason, manager of WPTF, Raleigh, and J. R. Weatherspoon, president of WPTF Radio Co., are back home after a trip to New York and Washington.

KDKA's "Cornfield Follies," Saturday night show from the Manos Theatre, Ellwood City, was presented from the studios in Pittsburgh last Saturday. Next Saturday the show will come from New Castle, under local auspices.

J. Walter Thompson agency held auditions in Ft. Worth for a successor to Eddie Dunn as m.c. on the

Light Crust Doughboys program over WBAP and the Texas Quality net. Dunn returns to WFAA, Dallas.

John F. Patt, manager of WGAR, Cleveland, and vice-president of the Cleveland Advertising Club, assembled a talent for a musical skit, "35 Years of the Cleveland Scene," presented at the club's 35th anniversary celebration last week.

Ralph Rae has been added to the staff of WBAP, Ft. Worth, as pianist and arranger, working with Maurice Steinberg.

George Fischer, West Coast screen commentator, will make his metropolitan debut on May 1, when his program is heard coast-to-coast via WOR-Mutual.

Buffalo is almost half-way round the world from New Zealand, but WBNY's frequency check program every month is logged by numerous D-X fans there.

"Boots" Grant, announcer at KSLM, Salem, Ore., is famed locally for trick mustache. First salaried announcer on KSLM. Came from clothing store. Former orchestra leader, well versed in music. Handles talent programs, Man on the Street, and incidental announcing. Calls city officials by their first names, and they like it.

Radio Tops Lineage

New Orleans—Radio advertising is exceeding newspaper lineage in dollars and cents as far as the bakers and affiliated industries are concerned. Dr. L. A. Rumsey told the sixth annual convention of the Louisiana State Bakers Ass'n here this week.

3 Men on a Script

Milwaukee — Jack Payne, Russ Tolg and Harry Eldred, all of the WTMJ continuity staff, got together on a script show called "Lefty Culpepper," about a raw-boned Texas boy who goes in big league baseball. After an audition, Gridley Dairy bought it for thrice-weekly airing. Contract engineered by Neale Bakke.

4 More Pontiac Broadcasts

After four more broadcasts, Pontiac Varsity Show heard Friday nights over the NBC-Red net with John Held Jr. as m.c. will end the season. Remaining shows will come from U. of Okla., April 23; U. of Wash., April 30; U. of Nebr., May 7, and Cornell, May 14.

Jack Berch in New Series

Jack Berch, "singing salesman," has started a new series over Mutual's WOR and WEAN, sponsored by Delv, Ltd. Will be heard Monday, Wednesday and Friday, 9:45 a.m.

Buddy Clark for Films

Buddy Clark, soloist on the Lucky Strike Hit Parade broadcasts, has been signed by Universal Pictures and will leave for Hollywood as soon as current commercial commitments are cleared up. Clark's voice was dubbed in the film "Wake Up And Live" where Jack Haley was supposed to sing.

Madison Loan Adds Time

Madison Personal Loan Co. has bought six additional 15-minute programs on WMCA and twelve 15-minute programs on WAAT, Jersey City, the latter to go into effect April 25.

Stern Joining NBC

William Stern on June 1 will join the NBC news and special events staff, succeeding Glenn Morris, who resigned to enter the movies. Stern last fall served NBC as a football announcer, and in his new capacity will act as sports reporter, arranging sports broadcasts.

Denver Daylight Time Veto

Denver—The bill which had been championed by the local radio stations and given much time for publicity by all of them, for daylight saving time in Denver, was vetoed by Mayor Ben Stapleton after being passed by the city council.



WITH a cast composed of Don Merrifield, Nancy Hurdle, Ed Prentice, Orwin Brandon, Gertrude Bondhill, Guila Adams, James Andelin and Jean McDonald, "Arnold Grimm's Daughter" made its WGN debut last night, replacing "Cactus Kate." Edwin H. Morse directs the show, authored by Margaret Sangster. It will run Monday through Friday.

Joan Blaine is expected back this week from her southern vacation.

Arch Farmer, WBBM news writer, and his French teacher winged to New York for honeymoon after marriage here.

Ken Ellington has launched a news roundup sustainer, "And So It Goes," at WBBM. It goes on 2:15 p.m. Saturdays.

Bill Irvin (Don Foster, Radio editor of Daily Times) is on a Hollywood vacash.

William Ray, NBC news desk chief, in Bermuda.

Henry Weber, WGN musical director, back from Hollywood, where his wife, Marion Claire ("Great Waltz"), signed for a feature film with Principal Pictures.

WIND is the only local station giving the games of both Cubs and White Sox a daily airing. Russ Hodges does the miking.

Don McNeill, m.c., Helen Jane Behlke, soprano, and Clark Dennis, tenor, who have been making Coca Cola transcriptions of Breakfast club, return to NBC's regular Breakfast club lineup at 9 a.m. (EDST) Monday.

"Jittering Spooks," three-act mystery farce by Neil Schaffner, "Toby" of the National Barn Dance, appears in a new 1938 dramatic catalogue. Schaffner plans to produce it for his own traveling tent show this summer.

Jimmy Durante, Bob Hope and Vivian Vance, all of "Red, Hot and Blue," stage musical at the Grand, will appear with Harold Stokes and the WGN dance orchestra Wednesday night, 6:30.

Suit Dismissal Upheld

Dismissal by lower court of the complaint of Thos. B. Dixon against A. T. & T. and Western Electric charging infringement of patents for television and film amplifying apparatus was upheld yesterday by the U. S. Circuit Court of Appeals.

A. A. Klinger Forms Ad Firm

A. A. Klinger has left Alsop Recordings Inc. in order to form the Klinger Advertising Corp., 1776 Broadway. Organization will handle radio exclusively.

Margaret Chamberlain Resigns

Margaret Chamberlain, for the past several years a member of the statistical division of the CBS sales promotion department, has resigned.

NEW BUSINESS

Signed by Stations

KSL, Salt Lake City

Utah Poultry & Egg Producers Ass'n, thrice weekly "Morning Matinee" with scripts by Gladys Wagstaff Pinney; Royal Baking Co., "Adventures of Jimmie Allen," five quarter-hours weekly, through Gilham Agency.

WPTF, Raleigh, N. C.

N. C. Equipment Co. adds new series, "Hollywood Spotlight," Wednesdays.

WBBM, Chicago

Commonwealth Edison Co., Kay Brinker, monologist, and Milton Charles, singing organist, thrice weekly series.

WKRC, Cincinnati

Dow Drug Co., "The Dawn Patrol" conducted by Al Bland, daily except Sunday.

WFAA, Dallas

Dr. Pepper Bottling Co., "Pepper Cadets," with Jimmie Jeffries and Edward Dunn of the original Sandman Soldiers, daily 15 mins., starting April 26.

WHO, Des Moines

Refrigeration & Air Conditioning Training Corp. of America, "Dutch Reagan's Sports Slants," 15 mins., Sunday.

WDNC, Durham, N. C.

W. R. Murray Co., takes over sustaining feature "Harmony Hall," thrice weekly in interests of Westinghouse refrigerators; The Watch Tower, six Sunday afternoon addresses by Judge Rutherford.

WAML, Laurel, Miss.

BC Remedy Co., five-minute Sports Review three times weekly during baseball season.

Los Angeles

KEHE: "Come Into My Garden," twice weekly drama under contract for one year to Destruxol Sales Co., placed by Western Advertising Co.

KFAC: Bireley's Inc. (orange juice), six-day bicycle races from Pan Pacific Aud., placed by Stanley Worsdell of Allied Advertising Agency.

WPEN-WRAX, Philadelphia

Freihofer's Baking Co., 30-min. Jewish program, Thursdays. Account handled by Larry Everling for Richard A. Foley Agency.

KOIL, Omaha

Brown & Williamson (Sir Walter Raleigh tobacco and Avalon Cigarettes), sports review Monday through Saturdays.

Springfield, Mass.

WMAS: Kelvinator Sales Corp. Kay Fayre sings, 5 half-hours, and

ORCHESTRAS - MUSIC

GUS HAENSCHEN is laboring on special arrangements for the "American Album of Familiar Music," featuring Jean Dickinson, which debuts May 2.

The Waldorf-Astoria's Starlight Roof will have Leo Reisman and Ork playing for dinner dancing weekdays and Xavier Cugat and his tango-playing aggregation offering their Latin rhythms for Sunday dinner dancing. The two outfits will alternate for supper dancing.

Louis Armstrong is topping a season of broken records by breaking Benny Goodman's record at the Paramount. Goodman had previously broken the Ray Noble Ork record; and Noble in turn had broken the Glen Gray record.

The Mills Bros. will open in Youngstown, April 30, vocalize for four days, then take their harmonies to Akron to round out the week.

Paul Whiteman and his boys are being sought by Billy Rose for the 17-week run of the Casa Manana Revue at the Fort Worth Fiesta, opening June 26.

Morton Gould, 22-year-old conductor of "Music for Today," WOR program, becomes assistant conductor, and chief arranger for Paul Whiteman when the latter returns to New York. He'll continue his WOR activities.

Harold Mickey, Southern maestro, now baton-waving for Radio Splendid in South America on the Latin-American Ford program, is in town, comparing musical notes with local bandleaders.

Gus Arnheim and the lads take over at the New Yorker, effective May 4.

Al Donohue and his band play the Coronation Ball in Bermuda on May 4.

Lee Shelley, who got a big kick out of the wire Eddie Cantor sent him, complimenting him on his orchestra, now playing at the Brunswick in Boston, is determined not to let it go to his head. He's planning to improve the band by adding a new set of electrical chimes.

Boyd Raeburn's band, emanating from Chicago's Trianon, where it had alternated with Ted Weems and Kay Kyser, has opened a four-weeks engagement at Omaha's Music Box

Professor Quiz, April 24, half hour. WSPR: Graduates of Springfield Academy of Beauty Culture, 13 half-hours, "What you should expect from your hairdresser."

Ballroom. They'll be on the air five nights a week from WOW, Omaha.

WBAP, Blackstone Hotel, Ft. Worth, Tex., is now airing dance music from two local night spots, the Ringside Club and the Venetian Ballroom of the Blackstone Hotel. Bill Thompson's Ork is ethered from the Ringside and Everett Hoagland's Band gets aired from the Blackstone, both for dinner and dance music.

Peter Van Steeden's Ork will play for the annual Grand Ball of NBC's Athletic Assn. to be held at the Hotel Roosevelt, Friday, May 7.

Leon Belasco, opening at The Blue Room, New Orleans, takes the airways several times daily over WWL and WSMB wires.

Hal Grayson's Ork has succeeded Jimmy Grier on the Oscar and Elmer show, featured Mondays over WHBL, Sheboygan, Wis.

Newspaper Serial Aired

Durham, N. C.—"Afraid to Love," Durham Sun newspaper serial, is being given a preview broadcast tomorrow evening over WDNC with staff talent taking parts. Frank Jarman adapted and is presenting it.

San Francisco

DON E. GILMAN, NBC's western division v.p. in charge, heading east this week, will be away until about the middle of next month.

Lew Teegarden and Jack Dailey, as Slowshoes and Satchelmouth, have replaced Lasses and Honey in the revamped California Minstrels, heard over KYA and the CRS network. Jack Baxley continues as interlocutor. Jack Owens, Paul March, Joe Sullivan, Doug Keaton, Ben Gage, the Gold Coast Quartet and Leon Rosebrook's orchestra also are in it.

George Nyklicek, organist, pianist and composer, has been added to Alma LaMarr's program, "Home and Style Forum," on KYA.

Special radio plays presented by the Federal Theater Project at the Alcazar theater will be aired via KYA.

George Gibson Davis has started a new "Morning Inspirations" daily series over KYA.

New members of the KYA staff include: Thomas B. Jones, announcer; Walter Thompson, tenor; Ivan Green, actor, in "John Martin, M.D." authored by Bob Stanley; Kathryn Julye, Herb Sanford, Cal Jackson and Max Breslow, added to Walter Rudolph's orchestra.



★ ★ Little Talks on Big Subjects ★ ★

Good Morning! . . . Have you read RADIO DAILY? . . . SILLY question isn't it for you are reading RADIO DAILY right NOW. . . . and so are thousands of others . . . That's the point . . . RADIO DAILY IS READ. . . . and publications with READER INTEREST bring advertising RESULTS. . . . A TEST will TELL. . . . and . . . We are as close to you as your telephone . . .

13 MORE SHOWS ADDED IN WLW-WHN HOOK-UP

(Continued from Page 1)

Osborne, and will follow up later in the day with Sports on Parade, Ted Travers' ork, "Moon River," Will Osborne and Phil Levant's orks in the early morning. Saturday, Buster Locke, Clyde Trask and ork and "Moon River" will be heard.

58 Mikes to Pick Up Coronation for CBS

Arrangements completed last week by CBS with British Broadcasting Corp. for covering the coronation on May 12 reveal that 58 microphones, seven announcers and 60 engineers will be employed for the event. Some 12 tons of equipment, including seven tons of batteries, and 472 miles of wire also are involved. Bob Trout, Howard Marshall, George Blake, John Snagge and Joly de Lotbiniere are among the commentators who will be on hand.

N. Y. Has Over Million Jewish Radio Audience

More than 1,000,000 Jewish radio listeners are included in the New York metropolitan area, according to a survey by Samuel Gellard, manager of WLTH. Total Jewish population of the area is about 2,000,000 or 500,000 families.

Citing results from Jewish radio programs, Gellard states that J. Rabinovich Furniture Co., which formerly did 75 per cent of its trade with Italian and only 5 per cent with Jewish, increased its business with the latter to 50 per cent following a Jewish Amateur Hour radio series.

East & Dumke on WDRC

WDRC, Hartford, will be added on May 4 to the network stations carrying Knox Gelatine's East and Dumke program.

AD AGENCIES

GLEN BUCK CO., Chicago, is moving to larger quarters in the Carbide and Carbon building. Formerly located in the Daily News building.

J. M. KORN & CO., Philadelphia, has been appointed advertising counsel for Diamond, McDonnell & Co. (Irr-Eze and Kuttyhunk). A test campaign using spot radio in South-eastern cities is now being planned.

HENRY SELINGER, Blackett-Sample-Hummert account executive in Chicago, addressed 540 students of advertising on "This Business of Advertising" at the Steuben club Saturday night under auspices of the Chicago Federated Advertising club.

BUCKINGHAM (BUCK) GUNN, J. Walter Thompson radio production man, and Janet Fargo, secretary to Merrill Myers, CBS continuity chief, Chicago, have announced their engagement and will march to the altar in June.



PROMOTION



NBC Plugs New Additions

NBC sales department has a special letterhead with "New Station Information" across one upper corner in blue ink and script type. Letters signed by Roy C. Witmer, vice-president in charge of sales, gives facts concerning new stations affiliated with the network.

On KSOO, for instance, the Sioux Falls outlet which joined NBC the past week, attention is called to the fact that the station is available as a supplementary for either the basic Blue or Red, its power, frequency, intensified coverage, drawing population and retail sales, etc.

"Lost and Found" Popular

Popularity of the "Lost and Found Column of the Air," sponsored by Kortz Jewelry Co. over KLZ, Denver, is evidenced by the flood of telephone calls after each broadcast. Listeners are invited to report lost and founds. Keane Advertising Agency writes the programs.

Newspaper Salute to WBBZ

When WBBZ, Ponca City, Okla., joined the Mutual network recently, the Ponca City News carried a full-page ad inserted cooperatively by 23 local business firms, organizations and individuals. Highlights about the station's history, pictures of the staff, and the dedicatory day's program were included in the page.

Prove Radio Essential

The Kansas City Kansan, newspaper affiliated with KCKN, recently tried discontinuing listing radio programs. Reaction against the move was so widespread and strong that the daily log was reinstated. As a

Carl Hoff Signs Talent

Carl Hoff, band leader who has been signed for a new series of broadcasts to be sponsored by Standard Oil of Indiana, and one of the four bands that alternate on the Hit Parade broadcasts, has signed Patricia Norman and a male octet, The Cadettes, to a one-year contract. Hoff will feature the vocalists on all of his radio programs and in any personal appearances that he may contract in the future. Hoff leaves for Chicago the middle of May to prepare for the Oil series, which will originate in Chicago and be aired over a CBS mid-western network only.

McGee to Hollywood

Chicago—Signed for a Paramount picture, tentatively called "This Way, Please," Fibber McGee and Molly leave in about 10 days for Hollywood. Special story is being written by Don Quinn, their radio writer, in collaboration with Paramount scenarists.

Kathryn Cravens on KNOW

Kathryn Cravens, Pontiac's woman news commentator, will have KNOW, Austin, Tex., among her stations starting Wednesday.

result of this proof that radio programs have become a vital and essential part of modern life, KCKN put out a couple of pieces of literature to impress sponsors with the listener-interest of radio and, therefore, its advertising medium possibilities.

Lohr Speaks in Washington

Washington Bureau, RADIO DAILY

Washington—Lenox R. Lohr, NBC president, last night spoke on "The Future of Radio" before the Board of Trade final meeting at the Hotel Mayflower. Talk was extemporaneous. Eugene Sykes, chairman of the FCC broadcast division, was present at the dinner.

Iodent Taking Vacation

Iodent Chemical Co. (toothpaste), currently on NBC-Blue, Sundays, 11:30 a.m.-12 noon, fades from that network after next Sunday's airing. Sponsor has already put in a bid for a weekday evening spot when it resumes in the fall.

Lipton Signs Albert Ork

Thomas J. Lipton, Inc. (Tea), has signed Don Albert and Orchestra with John Griffen as soloist for a series of eight shows to be aired over WNAC, Boston. Programs begin tonight, and continue Tuesdays and Thursdays, 6:45-7 p.m., originating from WHN, New York. Albert is musical director of WHN and cannot leave city to fulfill contract, therefore a special wire will be run to Boston station for airings. Programs will not be heard in New York. Frank Presbrey Co. has the account.

NBC Photo Exhibit on Air

Intimate glimpses of radio's outstanding stars will be given by Ray Lee Jackson, William Haussler and Syd Desfors, NBC staff photographers, in a broadcast observing the openings of the NBC Photo Exhibit over WEAH at 6:20 p.m. today.

The photographers will broadcast from exhibit in Gallery 3, mezzanine floor, RCA Building. They will discuss the eccentricities of radio stars before the camera and relate interesting anecdotes about microphone favorites.

Driscoll in Home Series

Dave Driscoll, WOR news and sports announcer, is being featured in a new series of five-minute broadcasts on Tuesdays and Thursdays, 5:10-5:15 p.m. He interviews authorities on home furnishing. His guest speaker tomorrow will be Dorothy Grieg of The New York Woman. The program is sponsored by Decorative Cabinet Co. Edwin M. Phillips Co. is the agency.

Walsh Joins Prov. Journal

Don Walsh of Trans-Radio Press has joined the editorial staff of the Providence Journal.

DON GILMAN TO CONFER ON TELEVISION STUDIO

(Continued from Page 1)

creasing demands for programs from the film capital, Gilman said.

Rapid extension of both Pacific networks is another reason for Gilman's trip, which will keep him east for several weeks.

Woollcott Front-Paged In Visit to Louisville

Louisville—Alexander Woollcott, who delivered two of his broadcasts from WHAS to the CBS network while visiting here last week, was front-paged with a story and a couple of pictures in the Courier-Journal.

One of Woollcott's talks dealt with the fact that it is no longer necessary to shoot race horses when they break a leg. The Town Crier visited a horse farm near here to get the data for the talk.

15 Music Week Airings Are Scheduled by CBS

CBS schedule of musical programs for Music Week, May 2-8, already totals about 15 events and the premiere or first American performances of eight musical compositions.

Banks Want Whiteman

Chicago—Group of banks now sponsoring the Philadelphia orchestra is trying to get Paul Whiteman, now at the Drake Hotel with a Mutual wire, for a summer series to replace the heavier stuff.

3 Programs Change Time

"A Modern Girl's Romance," moves today from its 9:45 a.m. spot to 10:45 a.m., Monday, Wednesday and Friday over WINS and the N. Y. State network.

"The Wife Saver," featuring Alan Prescott, changes from Wednesdays and Fridays, 9:30-9:45 a.m. to Mondays, 1:30-1:45 p.m. over CBS, effective April 26.

Dorothy Gordon's "Children's Corner," CBS sustainer, changes its time from Mondays, Wednesdays and Fridays 5:15-5:30 to Tuesdays, Thursdays and Saturdays, 5:45-6 p.m., effective April 27.

CONSOLIDATED RADIO ARTISTS, INC.

30 Rockefeller Plaza, N. Y. CO. 5-3580
CLEVELAND · CHICAGO · DALLAS · HOLLYWOOD

America's Leading Radio
and Dance Orchestras





RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 51

NEW YORK, N. Y., WEDNESDAY, APRIL 21, 1937

FIVE CENTS

Baseball Debut Hogs Air

KIRKMAN SOAP ACCOUNT ADDING SEVEN STATIONS

Kirkman Co. (soap), now sponsoring Jack and Loretta Clemens locally over WABC from 9-9:15 p.m. Monday through Friday, have added the following stations to the line-up: WOKO, WIBX, WFBL, WHEC, WHK, WEEL, and a Buffalo outlet yet to be decided. Stations will begin airing programs May 3. At that same date the show will switch to an afternoon spot and will be aired 2:15-2:30 p.m. Monday through Friday. N. W. Ayer & Son has the account.

Radio Sales Promoters In Get-Together Lunch

Radio sales promotion managers representing New York stations and the major networks will get together at noon today around a luncheon table at the Hotel Victoria. Problems of mutual interest will be discussed, and formation of an association embracing promotion, advertising and publicity men is likely to be proposed.

KSTP Is Going After Wider Farm Audience

St. Paul—To build up a wider farm audience for KSTP, made possible by the station's new transmitter which has increased coverage by approximately 2,500,000 population, the Twin City independent is launching a weekly series of broadcasts from the campus of University Farm, the agricultural college of the University of Minnesota.

The broadcasts also will result in statewide publicity for the station, because farm school officials, deciding that the series would be excellent

(Continued on Page 3)

WSMB Strikes Gas

New Orleans—Some people hit oil and get riches. But WSMB hit gas and is glad it didn't turn out to be a headache. Test piles for the station's new transmitter house across the river from here, went into a gas well. Station says they have no plans to utilize the discovery at present, but as tests showed the ground can hold the building construction will proceed.

NBC Shows Add WLW

Jergen Woodbury Co. will add WLW to its "Follow the Moon" series of programs on the NBC-Red on April 26, dropping WSAI, WIRE, WAVE. S. C. Johnson added WLW on Monday night to its NBC-Red network show and will add WMBG on June 28 when it joins NBC. WRVA, WSAI, WWNC, WJDX, WCOL are being discontinued by the sponsor.

FRANK PARKER TO HEAD CHESTERFIELD PROGRAM

The Chesterfield program, heard Wednesday nights, 9-9:30 p.m. over the CBS web and featuring Lily Pons with Andre Kostelanetz's orchestra, will undergo a change in the near future. Miss Pons is slated to leave the program; with Frank Parker taking over. Parker, currently heard on the Woodbury program Sundays, 9-9:30 p.m. on the NBC-Blue, will probably be replaced on that show by Niela Goodelle. Miss Goodelle appears this coming week end as a guest. Her appearance will be in the form of a public audition. Newell-Emmett has the Chesterfield account.

World Tele Conference Is Scheduled for Cairo

Cairo—A world conference of wireless communications and television will be held here May 12-15. Delegates from the U. S. are expected to participate.

NBC Automotive Billings Jump 69% in First Quarter

Television Exposition In London June 10-17

London—First exposition of British Television organized by the Radio-Electrical Industry of Great Britain will be held June 10-17 at the South Kensington Museum.

Over 20 Broadcasts Devoted to Season's Starter Games Yesterday—Six Local Play-by-Play Descriptions

BOOKSHELF PROMOTION HEADED FOR AIRWAVES

Clip-the-coupon-and-get-a-set-of-books at "almost a gift" price, circulation booster which has proved tremendously successful for many newspapers throughout the country, may take on a radio counterpart, according to proposition now being offered to station and sponsor.

Method of coupon clipping for individual and sets of books, plus low prices for the tomes in question, usually desirable classics, is planned on a large scale provided it works out okay on small or large unaffiliated outlet first. Organization with the idea has done the same work for newspapers, and is seeking to try it out on a large indie outlet, if possible.

First approached in this territory
(Continued on Page 3)

New Kate Smith Show Set for CBS Network

General Foods (Calumet baking powder and Swans Down flour) announced that its new show, starring Kate Smith, will be aired over the CBS network Thursdays, 8-9 p.m. The starting date for new series is still indefinite. Miss Smith, signing off the A. & P. program June 24, will vacation before beginning new series late in July or August. The new series will mark the first time in many years that General Foods

(Continued on Page 3)

Setting a record for amount of air time devoted to baseball in a single day, opening games of the season yesterday hogged most of the afternoon time and a good slice of the evening. More than 20 broadcasts were devoted to the occasion in the metropolitan area alone, including play-by-play descriptions of the Yankee vs. Senators game from Yankee Stadium over five local stations.

WABC (CBS network), WJZ (NBC-Red net), WMCA, WNEW and
(Continued on Page 3)

NEW MOVE TO ELIMINATE CANNED MUSIC ON RADIO

Activity by the National Association of Performing Artists Inc. is again cropping up, with court procedure coming to a head in the State Supreme Courts of Pennsylvania and New York. NAPA, seeking to restrain radio stations from using phonograph records for either sustaining or commercial purposes, is headed by Fred Waring, who has

(Continued on Page 7)

Appeals Court Nixes New Maryland Station

Washington Bureau, RADIO DAILY
Washington—FCC's refusal to permit Monocacy Broadcasting Co. to operate a radio station at Rockville, Md., just across the District line, was upheld by U. S. District Court of Appeals. Ruling sustained previous
(Continued on Page 3)

Eagle Eye

Norfolk—John New, sales manager at WTAR, is good news to purse losers. Latest instance took place last week in Washington, where he found a pocketbook. On his last New York trip, he found a satchel in a taxi, and, just before that, a wallet in a local drug store. Owners of all were located by New.



Vol. 1, No. 51 Wed., Apr. 21, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher
DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk and Verne Bailey, 6425 Hollywood Blvd. Phone Granite 6607. Application for entry as second-class matter is pending.

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FINANCIAL

(Tuesday, Apr. 20)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	168 3/4	168 1/8	168 1/2	+ 1/4
Crosley Radio	21 3/4	21 3/4	21 3/4	0
Gen. Electric	55 3/4	55	55 1/2	+ 3/4
North American	26 1/2	25 3/4	26 1/8	- 1/8
RCA Common	10 5/8	10 1/2	10 1/2	- 1/8
RCA First Pfd.	73 3/4	73 3/4	73 3/4	- 1/4
RCA \$5 Pfd. B.				
Stewart Warner	19 1/2	19 3/4	19 3/4	+ 1/8
Zenith Radio	38 1/4	37 5/8	37 5/8	- 7/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.	16 3/8	16 3/8	16 3/8
Majestic	4	4	4
Nat. Union Radio	2 5/8	2 5/8	2 5/8

OVER THE COUNTER

	Bid	Asked
CBS A	55	57
CBS B	54 1/2	56 1/2
Stromberg Carlson	15 1/4	16 1/4

WVO Service Forum Resuming

WVO on May 2 will resume its Public Service Forum series, featuring opinions of leading citizens on vital current topics, aired 6:30-7 p.m. Sundays. Charles Henry Ingersoll of "dollar watch" fame will be permanent chairman.

Kelly with McCann-Erickson

Paul Kelly has been appointed assistant production manager of McCann-Erickson Inc., Chicago. Kelly was formerly associated with Kirtland-Engel Co. and Erwin, Wasey & Co., both of Chicago.

Star Radio Signs KGU

Star Radio Programs has added KGU, Honolulu, to its list of subscribers. The Hawaiian station is taking "Good Morning, Neighbor", a woman's program that was heard currently over many stations throughout the U. S. and Canada.

REEVES STUDIO RADIO TRANSCRIPTIONS

Noiseless Film and Wax Recording

ALL WORK GUARANTEED

1600 Broadway MED. 3-1270 New York

NBC First Quarter Billings

	1937	Per Cent of Total	1936	Per Cent of Total	Per Cent Change
1. Automotive	\$1,059,158	10.2	\$627,739	7.2	+68.7
2. Building	107,533	1.0	109,887	1.3	-2.1
3. Tobacco	397,640	3.8	384,708	4.5	+3.4
4. Clothing	64,688	.6	67,648	.8	-4.4
5. Confectionery	76,720	.7	94,644	1.1	-18.9
6. Drug	3,429,218	32.8	2,841,116	33.0	+20.7
7. Financial	65,488	.6	102,886	1.2	-36.3
8. Food	2,860,469	27.4	2,436,259	28.3	+17.4
9. Garden	3,968
10. House Furnishings	116,298	1.1	11,257	.1	+933.1
11. Jewelry	52,278	.5	31,220	.4	+67.5
12. Petroleum	550,337	5.3	718,874	8.3	-23.4
13. Machinery	29,168	.3	19,065	2.3	+53.0
14. Office Equipment	55,856	.7	...
15. Paint	139,859	1.3	127,016	1.5	+10.1
16. Radio	580,089	5.6	131,485	1.6	+341.2
17. Schools	5,868	.1	46,787	.5	-87.5
18. Shoes	960
19. Laundry Soaps	636,346	6.1	398,531	4.6	+59.7
20. Sporting Goods
21. Stationery & Publishers	80,004	.8	62,544	.7	+27.9
22. Travel	19,332	.2	...
23. Brewing	27,792	.3	6,850	.1	+305.7
24. Miscellaneous	158,310	1.5	138,764	1.6	+14.1
TOTAL	\$10,442,191	100.0%	\$8,432,468	100.0%	+23.8

Automotive Billings Jump 69% in Quarter

(Continued from Page 1)

dealers, Packard, Pontiac and Studebaker.

In the laundry soap field, NBC sales increase 59.7 per cent over the first-quarter a year ago, the drug and toilet goods business jumped 20.7 per cent for the same period. There are also listed some "freak" increases which must be discounted because the 1936 business was nil, making the high percentages when a comparison is made, e. g., the radio, brewing, and house furnishings columns.

Three industries, automotive, drug and food, contributed more than one-half the total NBC billings for the first quarter. Drug and toilet goods lead the list with \$3,429,218, food \$2,860,469, automotive \$1,059,158. According to the NBC sales promotion department, the rate increase last December had very little influence on the figures.

The complete breakdown appears on this page.

"Lend a Hand" Brings in 7 Jobs on First Airing

WNEW's initial "Lend a Hand" program brought in seven jobs. Sponsored by Madison Loan Corp., Martin Block, conductor of the job-getting show, interviewed 28 persons on the premiere broadcasts. The jobs offered, by telephone, include the occupations of mechanic, secretary, gas station manager, painter, carpenter, clerk and handy-man.

Opening broadcast brought Block a flood of letters from job seekers. Mail is being filed under names of jobs requested. First mail brought in among others, two jobs not catalogued, for a milliner and a cook.

Kerr to M.C. 3-Hour Show

Don Kerr, m.c. at WMCA, will handle the three-hour daily variety show starting at 2:30 p.m. today under General Mills sponsorship.

Indemnity Firm Loses Action Against WBNX

Federal Judge John W. Clancy in U. S. District Court yesterday ruled against the Century Indemnity Co. in its suit for damages to recover \$22,250 from WBNX and other defendants. Action is an outgrowth of Waltham's agreement which the station defendants are alleged to have broken when they were supposed to consolidate some years ago and provide time signals for Waltham every half hour. Waltham had its contract or proposed program insured with Century, which was forced to pay Waltham. Defendants entered no defense.

In 1931 the station owners and WBNX agreed to consolidate the outlets WMSG and WCDA and for value received give Waltham its time signals every half hour. Waltham averred that in 1933 the FCC gave permission for the stations to consolidate, but it is alleged one or more of the defendants failed to go through with it. Defendants include Federal Broadcasting Corp., New York Metropolitan Broadcasting Co., George A. Coates and Paul M. Kuder.

Red Cross Talks on WICC

Bridgeport—WICC is presenting a new series of 5-minute daily American Red Cross talks.

Hubert Gagos Joins UP

San Francisco — Hubert Gagos, KJBS news and publicity director, has resigned to join the United Press radio division.

Leo Says
TONIGHT'S BEST BET:
 8 to 8:30 P.M.
 Broadway Melody Hour
 with Col. Jay C. Flippen
WHN DIAL 1010
 AFFILIATED with M-G-M & LOEW'S

COMING and GOING

CAMPBELL ARNOUX, General Manager of WTAR, Norfolk, is spending most of the week in New York.

TED HUSING will go to Holland, Mich., to report the famous Holland Tulip festival via CBS May 15.

RUDY VALLEE leaves for England immediately after Thursday's program. He will remain there for two programs and then return to Radio City.

WILLIAM VAN DEVEREN, director of the American Tobis Corp., arrives today aboard the Ile de France.

MAREK WEBER, orchestra leader and violinist, also arrives in New York aboard the Ile de France today.

EUGENE GOOSSENS, symphony orchestra leader, and **MRS. GOOSSENS** sail today aboard the Queen Mary for the Coronation.

ABE SCHECHTER, NBC director of news and special events, was in Louisville yesterday arranging final details on Brown & Williamson-Kentucky Derby broadcast, May 8. Expected back today.

FRANK CONRAD, McCann-Erickson radio time buyer is en route east from Hot Springs, Ark., and will be back at his desk tomorrow.

PAUL WING, NBC spelling master, off to Buffalo tomorrow to arrange spelling bee broadcast between Buffalo and Philadelphia postmen.

Commercials Consume Only 9 P. C. of Time

San Francisco—Clocking of commercial announcements at KJBS by Operations Manager Ed Franklin revealed that only about 9 per cent of program time is being devoted to plugs. Out of a total operating day of 13 hours, 45 minutes, not counting all-night program, actual time used by commercial copy was 1 hour, 36 minutes. Average spot announcement is 39 seconds, while average quarter-hour commercial program has 1 minute, 36 seconds of ad copy.

Amon Carter Toastmaster

Amon G. Carter, publisher of the Fort Worth Star-Telegram and owner of the WBAP, will be toastmaster tomorrow night at the annual dinner of the Bureau of Advertising of the American Newspaper Publishers Association, at the Waldorf-Astoria.

Extending Eleanor Howe

Eleanor Howe's "Homemaker's Exchange," WABC CBS network program, will be extended for six weeks, beginning April 27.

RADIO NEWS

is fast becoming the greatest function of radio.

What about your news setup? Are you making a profit out of it? Do people tune in your station throughout the day because it is the **NEWS STATION**?

If not, then you better contact us at once

"RADIO'S ONLY NEWS COUNSELLORS"

VanCronkhite Associates, Inc.

360 NORTH MICHIGAN AVE.
 CHICAGO
 State 6088

OPENING OF BASEBALL HOGS AIR SCHEDULES

(Continued from Page 1)

WINS all carried the Yankees-Senators description from the field, with the WINS being fed by CBS.

A sponsored play-by-play account of the Giants-Dodgers game at Ebbetts Field, Brooklyn, was aired over WOR.

These games, including some "dug-out dope" broadcasts prior to the "play ball" signal, and the intermittent reporting of score results by various small stations, monopolized the air for close to three hours in the afternoon, crowding out a lot of scheduled programs.

Baseball reports and summaries occurring later in the day included Don Dunphy over WINS at 6 p.m., resumes over WEA, WHN and WMCA at 6:30, "Today's Baseball" on WMCA at 6:45, half-hour resume of the Giants-Dodgers game, etc., on WINS, with Jack Ingersoll, and the Stan Lomax sports reports on WOR at 7, a sports talk on WNEW at 7:15, and several others.

Announcers handling yesterday's games, and distinguishing themselves, included Ted Husing, CBS; Tom Manning and Graham McNamee, NBC; Dave Driscoll, WOR; Earl Harper, WNEW, and Dick Fishell, WMCA. Garnett Marks assisted Fishell.

There also was a good deal of baseball material on the air Monday night, following the day's initial games between the Athletics and Senators, American League, and Phillies vs. Boston, Nationals.

KSTP Is Going After Wider Farm Audience

(Continued from Page 1)

for the school, have started to flood state papers with copy and pictures on the forthcoming series. The job of sending out the publicity was taken over by the school because of its exceptional connections, both with rural editors and county agents throughout Minnesota.

The series will be carried each Thursday, with KSTP's mobile short-wave transmitting unit used for the broadcasts. The unit will rove through the campus, picking up work of the various divisions, and highlighting, especially, the experimental and research work at the school and the part the school is playing to aid farmers of the state.

In addition to an initial story and cuts announcing the opening of the series, the school also will send out a complete story each week on the division to be covered in the forthcoming broadcast.

Dorothy Haas in New Post

Dorothy B. Haas has resigned from the press department of WOR to become publicity director of the New York offices of Fanchon & Marco. New appointment takes effect immediately. No replacement has as yet been announced by WOR.

NEW PROGRAMS—IDEAS

Tit for Tat on WHBL

Sheboygan, Wis.—Opposites attract, proverbially and actually. WHBL, The Sheboygan Press station, has proved it in two of its programs which, in their setups, are diametrically opposed.

One is "Music Memory," conducted by Jack Foster, in which a staff pianist plays more or less familiar compositions. Listeners are asked to list the numbers played each day, and theater tickets go to those with the lists most nearly like the correct, unannounced titles.

The opposite show is "Stump Us," in which six members of the staff cooperate in attempting to meet the demands of listeners for old and new vocal music. If the staff can't play or sing the number requested on the program, the listener who asked for it gets an automatic pencil engraved with his name. Sometimes the Stumper challenges the request, and the listener must send proof of the music's correct title, etc. If he complies and the number meets the rules, he gets a pencil, too.

And both programs are heavy mail-pullers.

Marble Contest on Air

The Tidewater Marble Tournament took to the ether Saturday over WTAR, Norfolk, with Tom Hanes, sports mikerster and editor of the Ledger-Dispatch, handling the show. Four best kids from 10,000 marblers competed in the finals, with winner awarded trip to Wildwood, N. J., as prize. Event is sponsored by papers annually, although this is first year WTAR has made pick-up.

Two Odd Features for WTAR

Two stunt shows will feature in

Appeals Court Nixes New Maryland Station

(Continued from Page 1)

District Supreme Court decision denying injunction against FCC to broadcasting company.

Monocacy contended its application already had been approved and that FCC should be enjoined from holding any hearing on subject. Application was granted July 2, 1935.

WCAU, Philadelphia, protested proposed Rockville station on July 23, 1935, charging it would cause interference on its wave length. In September, 1935, WCAU withdrew its protest and FCC announced it would reconsider Monocacy application and hold hearing. Monocacy sought to prevent this hearing, but District Court dismissed its injunction suit.

Benny's Fifth Year

Jack Benny, currently airing for General Foods (Jell-o) every Sunday, 7-7:30 p.m. over NBC, will celebrate his 5th anniversary on the air May 2. Benny, together with his wife, Mary Livingstone, is planning to take a furlough from the series in June and make a European trip.

the WTAR program listings beginning May 1. Odder is remote in maternity ward of Norfolk General Hospital and will consist of pick-up after feeding time. Scheduled are interviews with new and expectant mothers, ambitions fathers have for kids, and gurgles of younguns themselves.

Other show is luncheon interview in front of National Bank of Commerce Building, which houses WTAR studios. Jeff Baker will poke questions at passersby three times weekly.

"Hicksville Social"

"The Hicksville Thursday Evening Social," new program, will be inaugurated by KVOO, Tulsa, Okla., tomorrow at 10:30 p.m. The Social will be a weekly feature depicting a typical country gathering and entertainment. Trafton Robertson, KVOO staff announcer, is the author.

Gospel Service on KVOO

KVOO, Tulsa, Okla., is presenting a new and unique gospel service daily except Sunday. "Voices of Praise," new to the Southwest, consists of a short sermon and a men's choir. The sermon is delivered by Rev. Lehman Jr., son of Rev. Lehman, who has been heard for many years on various eastern radio stations.

Rural Editor Series

"The Country Editor" is a new feature over KVOO, Tulsa, Okla., every Friday at 6:45 p.m. The Editor is Hugh Park, editor and publisher of the Van Buren Press-Argus of Van Buren, Ark. Park typifies the rural editor by commenting on the news from a squeaky swivel chair while he puffs away at his pipe.

New Kate Smith Show Set for CBS Network

(Continued from Page 1)

has used the CBS web. Last year the sponsor spent \$1,280,169 with NBC. A full coast-to-coast network will be used, with stations and starting date now being set by sponsor and Young & Rubicam, who will handle the show.

Adds Sound Effects Library

Thomas J. Valentino, who handles the Gennett Records library, has been appointed eastern representative for Speedy-Q Sound Effects Library. Forty numbers already have been recorded. A third sound effects library will be released by Valentino in a few months.

LOUIS ARMSTRONG

AND HIS ORCHESTRA

Fleischmann's Yeast, Fridays,
NBC Blue, 9 P. M.

At Paramount, New York
JOE GLASER, PERSONAL MANAGER
ROCKWELL O'KEEFE, INC.

BOOKSHELF PROMOTION HEADED FOR AIRWAVES

(Continued from Page 1)

is station WMCA, which received the proposition as a circulation booster for the station. Donald Flamm, head of the station decided that a sponsor ought to be interested and when brought to the attention of oldest WMCA sponsor, a furniture house, the deal was almost closed; in fact, it is still pending. Sponsor, however, is somewhat in doubt as to how the listeners would react to buying the books at very low prices, since the deal would involve a huge print order for the books in question in order to obtain the low prices. Furniture store figured they might be loaded with a hundred thousand books or so and wind up having to place them on sale at the store, which would be okay excepting that it is not a part of their regular merchandise line.

Possibility is that WMCA, with or without the Inter-City hookup, may sell the idea to an advertiser whose product would permit carton or package top clipping. With newspapers, mere number of coupons do not count unless each is from a different day's issue and they are numbered accordingly. While there is a small margin of profit on the books for the promoters, distribution calls for separate quarters or branch offices of the newspapers for such depots. Some dailies made tie-ups with various centrally located stores that handle newspapers and magazines.

New York "Evening Post," first to work out the book deal here, boosted its book staff to the point where it got to be big business and a rushing one at that, to the point where the Post's circulation climbed by well over an additional 100,000 and several other local dailies began to follow suit with various book propositions.

It is believed that the same idea can be worked out for radio, either as a means of increasing or measuring an outlet's audience, or as a straight sponsor proposition. If a local test works out, nationwide exploitation is expected to follow. Another angle is the detective story programs, wherein the books distributed would be confined to suit the tastes of the rabid detective story fans.

"BARON MUNCHAUSEN"

**JACK
PEARL**

RALEIGH and
KOOL CIGARETTES

WJZ-10 P. M. E.S.T.—Friday
NBC Network

Dir.: A. & S. LYONS, Inc.

NEW BUSINESS

Signed by Stations

WGN, Chicago

Drug Trades, Pickard Family, six nights a week at 6 p.m.

WBNX, New York

Italian Broadcasting Co., two daily half-hour programs for 52 weeks; Emil's Beauty Salon, 13 weeks of German announcements; Rupert Huber Restaurant, 15-min. weekly German musical program, 13 weeks; Julius Lederer, announcements, 13 weeks.

Iowa Network

Skelgas, Les Hartman's German Band, two quarter-hours weekly, placed by Ferry-Hanly Advertising Agency of Kansas City.

WNEW, New York

Fusion Committee in battle for five city commissioners of Newark, N. J., 15 campaign speeches over period of three weeks, through Schillin Advertising Corp.; Mayor Meyer C. Ellenstein of Newark, six campaign speeches; Michael P. Duffy, police commissioner of Newark, four speeches.

"Unseen Friend" Time Shift

"Your Unseen Friend," CBS network program written and produced by M. H. H. Joachim, will be heard 10:30-11 p.m. starting April 27. Show is now on at 5 p.m. Harry Salter's Orchestra provides the music, and Beneficial Management Corp. is sponsor.

"Mail Box" Fetches Mail

One of the finest programs for bringing in mail response is "The Mail Box," with Radio Postman in charge, heard over KFVS, Cape Girardeau, Mo. On 27 broadcasts, 2,273 letters and postcards were received from five states including Missouri, Arkansas, Tennessee, Illinois and Kentucky.

90 for KFVS "Reporter"

The Inquiring Reporter, a Man on the Street feature, heard over KFVS, Cape Girardeau, Mo., has passed its 90th consecutive broadcast. The original sponsor, a drug store, is still sponsoring this program. A local theatre also has a tie-in with this program.

1	9	3	7
SUN	MON	TUE	WED
4	5	6	7
10	11	12	13
16	17	18	19
22	23	24	25
28	29	30	

April 21

Greetings from Radio Daily to
Max Jordan



● ● ● Frank Parker will become a feature of the Chesterfield ciggie show on completing the present Woodbury series.... Ted Healy auditioned out in Hollywood for NBC the other day.... Carroll Nye, radio editor of the Los Angeles Times, who has been "riding" announcers for a long time, gets "revenged with music" by 20th Century-Fox pictures. They have HIM play an announcer in the flicker, "Sing and Be Happy".... Jean Paul King's reason for dark glasses is legitimate—he has an eye infection—caused by a bad molar.... Ozzie Nelson will do vaudeville starting in June—after completing his run of co-ed dates.... Haven MacQuarrie will do 14 weeks of vaudeville with a unit of "Do You Want To Be An Actor." This will be a fill-in and Warner Bros. talent-scouting stunt, via special train, before returning to the air in the fall.... Swing Harpist Casper Readon has been given a flicker-ticket at Universal.... Henny Youngman will double in radio this week—doing his regular bit on the "Band Wagon" tomorrow and a gueststar on the "Nine O'Clock Revue" Sunday.

● ● ● Publicity it a great thing!... If you doubt it, we could recommend a certain prominent air personality who has been given the "skids" by his long-time sponsor.... However, with the efficient work of his press agents, newspapers have been printing the story that HE was tired and wanted a vacation, begging his sponsor to release him!... Noble Sissle will be featured on this week's Swing Session.... Hill Billy Zeke Manners, reading the newspaper headlines, shouts across table at Lindy's to George Evans.... "I wonder how the 'Wagner ACT' will do at the Roxy?"

● ● ● "Check, Please," half hour dramatic show, written and directed by Neal W. Hopkins, who writes the Sisters of the Skillet show, will be auditioned for MBS Friday morning by Jules Seabach and John Bates.... Fred Norman's offering as a substitute for the Jack Benny show during the summer is also being considered by a tobacco sponsor now on the air and another agency. A personnel change will take place in this show before it becomes an air feature.... Dorothy Lamour, picture singing star, has made two records for Brunswick.... The Serenaders, featuring Norman Cloutier, Jean Ellington and Hal Gordon, start a sustaining coast-to-coaster Saturday night on the NBC-Blue.... Lew Hearn, brother of Sam, will be featured with Zeke Manners and his gang.... Ed Sammis of the CBS press dept. is out with the gripe.

● ● ● Frances Hunt believes in the adage of show business—"the show must go on"—and is continuing her vocalizing with the Goodman crew against medico's orders.... She has to have her tonsils removed, the sissy—which will be done upon the conclusion of her present engagement.... The Lester Lees move to their Conn. home tomorrow. Lester has been viewing the fashion plates in Esquire—so as to become the typical Connecticut Yankee!... The Frolics opening (on the site of the Montmartre) which will feature Ralph Watkins' band has been postponed until tomorrow night.... Ed Smalle's lucky number must be "seven" because that's the number of people in his crew for the Phil Baker show—and they've just been renewed for the 7th time.

● ● ● With special permission of her discover, Abe Lyman, Rose Blane, the singer, opens tomorrow night at Leon and Eddie's. She has appeared with Paul Whiteman, on Kraft Music Hall, and for Harvester Cigars...

PROMOTION

WTAQ Weekly Paper

WTAQ, Green Bay, Wis., a recent addition to the CBS network, has started a weekly house organ, "Radio Beacon," containing fan news both local and national, a full week's program information in detail, and photographs of radio personalities and current events.

In miniature tabloid size, running 16 pages, and priced at 3 cents a copy, the sheet also carries a batch of ads from local business firms and theaters.

Store-Window Broadcast

One of the five weekly quarter-hour airings of "Style and Smile Leaders," sponsored by Bently Clothing Co., Kansas City, over WHB, has been shifted to the store window, where Jack Grogan and Les Jarvies originate the show. Powder puffs and nail files are given to sidewalk listeners who are induced to come into the store by announcement of the awarding of ten pairs of tickets to those guessing nearest the true value of a diamond ring displayed within.

Exploit Sportcaster

KXBY, Kansas City, is providing all distributors of Twenty Grand cigarettes with window streamers bearing the photo of Walt Lochman at the mike to tie in with his daily sports chat aired under sponsorship of Axton-Fischer Tobacco Co.

Enlarge Mailing List

Besides installing a new addressograph and postage stamping machines, KXBY, Kansas City, has increased its mailing list to 2,500 names, enlarging it to include all local distributors of products advertised nationally by radio, whether or not they buy local radio time. To this list is being sent a brochure introducing station talent and outlining the station's facilities, in addition to showing how they can tie in their merchandising efforts to the radio advertising sponsored by manufacturers whose products they sell. A second brochure describing new studios which the station takes over May 1 will go to this list within the next week.

WTAR Moving Transmitter

Norfolk — WTAR is moving its transmitter to the new location in Glen Rock. Meanwhile station is operating from its recently rebuilt auxiliary, which matches high-fidelity operation with the main one.

Announcer Killed in Spain

Loni Wahipiti Maui, radio commentator, was killed in the recent battle for control of University City in Spain, according to advices received by Socorro Rojo through the Febas, Spanish News Agency.

WITH THE ★ WOMEN ★

By ADELE ALLERHAND

FRANK and ANNE HUMMERT of Blackett-Sample-Hummert fame, have found their Greenwich, Conn., retreat so conducive to successful scripting they may ask the authoring dept. to go bucolic.... Ruth Cornwall, penwoman of "Death Valley Days", is spending days and nights in Death Valley... Johnnie Green (of the writing not swingcopating Greens) busy co-scripting with her via Uncle Sam's mails.... Dorothy Haas, for the past 2½ years WOR's femme dispenser of publicity, takes her talents to Fanchon & Marco, there to take charge of publicity and promotion today.... Our best, to you, Dorothy.... When Mrs. Ed Wolfe tuned in on a sustainer emanating from Brooklyn, she was so impressed by the script she told Ed about it.... Net result.... Jane West was signed to create "The O'Neills".... she's still doing it.... Celia Branz's ex-spouse, Joseph Stopak, has taken a string quartet to Philly to lend harmonic support to her recital there.... Virginia Sims, erstwhile soloist with the Kay Kyser outfit, rejoins them in the windy city this week....

▼ ▼
Nellie Revell will occupy the unique position of "roast-mistress" at the George Rector dinner, the object being to see that the guests, as well as the entree, are done to a turn.... Helen King, the graphologist-contest queen, negatived Reuben H. Donnelly Inc. offer to team up with that outfit.... NBC's mezzo-balladeer, Carol Weyman, has acquired a permanent schedule at last.... She's on WEAf Mondays at 2:30 p.m. and WJZ Wednesdays at 10:15 p.m.... Lillian Kaye, WEL's drama-vocalist was stopped by warbler's bete noir (laryngitis, to you) from auditioning with Sammy Kaye's band, starting a new commercial and appearing at a suwell country club....

▼ ▼
Collette Lyons, Mervyn Le Roy's flicker-find, arrives tomorrow on the Chief for three-week vac before doing "Hotel Haywire" for Paramount.... She'll guestar on several programs.... Rose Blane, who's made vocal music with the Abe Lyman band for more than two years, goes "Leon & Eddie's" in their new Spring Revue, April 22.... National Oil Products gave Tim and Irene a bang-up party after their premiere t'other eve.... Abe Lyman, Vincent Lopez (whose send-off it was), Jolly Coburn, Roger White, Alton Alexander, Meri Bell and Del Scharbert were on the guest list....



"COMMENTATOR MAGAZINE"

Commentator Publishing Co.
WEAF, Mondays, 11:05-11:15 p.m.
Cecil, Warwick & Legler Inc.

INTERESTING EDITORIAL SHOP TALK ABOUT NEW MAGAZINE.

With the indefatigable Lowell Thomas and the likewise industrious John B. Kennedy as its headliners, this brief program serves its purpose in a very entertaining way. The purpose is to acquaint the public with the new Commentator Maga-

zine and to arouse interest in its contents. By means of a free-for-all editorial conference, with the publisher and others also taking part, the end is achieved.

Thomas is editor of the new publication, devoted to informative articles on current topics, and Kennedy is advisory editor. Both also contribute articles. Air program discusses these articles, as well as those of George Sokolsky and other prominent writers.

Humor as well as serious thoughts are exchanged in the confab, making it a very interesting 10 minutes.

ORCHESTRAS - MUSIC

INA RAY HUTTON and her Melodians will appear in person at the Paramount Theater, New York, for a week starting May 19. This is the blonde bombshell's first stage appearance at this theater, although she has been seen on the screen there many times.

Clyde Lucas begins an engagement at the Michigan Theater, Detroit, on May 21. Engagement set by Mills Artists.

Joe Marsala and his Chicagoans, heard thrice weekly via WHN from the Hickory House, and who will guestar on the WABC "Swing Session" on May 1, will wax four sides for Variety Records this week. The numbers they will do are old-timers and include "Clarinet Marmalade," "Wolverine Blues," "Jazz Me Blues" and "Chime Blues."

The Seven Loria Brothers, Mexican child-musicians, last heard on the air with Lanny Ross, have arrived in Hollywood to start work with Milton Berle in the film, "New Faces." Under a new contract with the Curtis & Allen Agency, the Lorias will make three more radio guest appearances before their return to New York in July.

Rosa Ponselle and Frank Forest, singing with the Cincinnati Symphony Orchestra, conducted by Eugene Goossens, will be presented by

WMCA, New York

Webster-Eisenlohr, Inc. (cigars), "Today's Winners," racing results, 25 weeks, Monday through Saturday, placed by N. W. Ayer & Son; Harry Jay Treu, New York (furs), "Happiness Circle," 52 weeks, through J. Dresner Adv'g Agency; College Inn Food Products, Chicago (tomato juice), 35 spots; Hecker Products Corp., 12 spots, through Erwin, Wasey & Co.

General Motors Promenade Concerts in a broadcast from the Cincinnati Music Hall over the NBC-Blue April 25 at 8-9 p.m.

The Swingtimers, novel orchestra with harmony quartet music, make their appearance over KFVS, Cape Girardeau, Mo., under the sponsorship of a cleaning company. Program is now entering its twelfth week over this station.

Tito Guizar, Mexican tenor star of CBS, appeared in a Carnegie Hall recital last night, assisted by the Metropolitan String Ensemble of the Met Opera Orchestra, in the preliminary to a nationwide concert tour. Scores of radio celebrities, among whom were Howard Barlow, Gladys Swarthout, Oscar Bradley, Lanny Ross and Emery Deutsch, attended.

Ben Bernie will catch up on his shuttling from coast to coast and with "all the lads," settle down in the old home studios in Radio City, after his NBC broadcast from Hollywood on April 27. His own band is returning with him to New York and their first broadcast from home territory will be on May 4.

Margo, heard on Mondays over WHN, has organized her own band of nine men. She is the tenth member and the only female in the outfit.

The Philadelphia Orchestra left for its 13,000 mile tour of the United States and Canada Monday night, to be gone until May 28. Iturbi and Ormandie will alternate as conductors during the tour.

CLAUDE SWEETEN

COMMENTS On Current Programs

Lux Radio Theater

Because he's a real all-around trouper, Joe E. Brown chalked up another radio score in "Alibi Ike" over CBS on Monday night. Brown registers well on the air. On this occasion he had the able help of Helen Chandler, Roscoe Karns and William Frawley among the supporting cast lined up by Director Cecil B. DeMille. Mr. and Mrs. Babe Ruth were interesting intermission guests.

Don Ferdi Orchestra

Heard via WICC, Bridgeport, late Monday night, the Don Ferdi Orchestra was caught in a batch of unusually delectable music. Either for dancing or for purely ear entertainment, it was distinctively tune-ful, rhythmic and soothing.

Fibber McGee

Fibber McGee and Molly sailed into their new spot Monday night, over the NBC-Blue at 9-9:30 p.m., with sails in the wind. Fine concoction of fun in a bank, with action and laughs. The Kay Kyser music also was swell.

"Origin of American Music"

George Sharp's new series, tracing the origin and history of favorite American songs, is an enjoyable Monday 2 p.m. program over WMCA. Sharp has a pleasing baritone voice, and the illustrations used in depicting the musical numbers are both interesting and instructive. David R. Fenwick is collaborator on preparation of the programs.

Talk on Radio Technique

Technique of producing a radio play will be discussed for the special benefit of 4-H Club members competing in the Social Progress Program during the National Farm and Home Hour on Friday by C. L. Menser, producing manager of the NBC Central Division. Menser, a veteran in radio, will point out some of the tricks in producing a smooth, coherent play for radio presentation in the program at 12:30 p.m., EST, over the NBC-Blue network. The fifth and final talk on the technique of writing a radio play will be given May 7 by Ken Robinson, continuity chief of the NBC central division.

JOSEF CHERNIAVSKY

"The Musical Cameraman"

26 WEEKS COAST-TO-COAST FOR
1847 ROGERS BROS.

Available for Personal Appearances
During Summer Months as Guest Conductor

■ Thrilling Orchestral Novelties

Studio Address: 609 W. 115th St., N.Y.C.

★ F. C. C. ★ ACTIVITIES

HEARINGS SCHEDULED

April 26: Frank M. Stearns, Salisbury, Md. CP for new station. 1200 kc., 250 watts, daytime.

WHBB, Salem, Ala. Mod. of license, and Vol. assign. of license. 1500 kc., 100 watts, daytime.

May 10: T. E. Kirksey, Waco, Tex. CP for new station. 930 kc., 250 watts, 500 watts LS, unlimited.

Earle Yates, Las Cruces, N. Mex. CP for new station. 930 kc., 500 watts, daytime.

Carolina Advertising Corp., Columbia, S. C. CP for new station. 1370 kc., 100 watts, 250 watts LS, unlimited.

May 13: Dallas Broadcasting Co. Dallas, CP for new station. 1500 kc., 100 watts, daytime.

Loyal K. King, Pasadena, Cal. CP for new station. 1480 kc., 250 watts, daytime.

State Capitol Broadcasting Ass'n., Austin, Tex. CP for new station. 1120 kc., 500 watts, 1 Kw. LS, specified.

May 14: Louisville Broadcasting Co., Louisville, CP for new station. 1210 kc., 250 watts, daytime.

Louisville Times Co., Louisville, CP for new station. 1210 kc., 100 watts, unlimited.

Harold F. Gross, Lansing, Mich. CP for new station. 580 kc., 500 watts, 1 Kw. LS, unlimited.

Fannie Brice Quitting Stage

Fannie Brice, now appearing in the traveling "Ziegfeld Follies," was signed yesterday by Metro-Goldwyn-Mayer to a long term contract. Miss Brice announced at the same time that she will retire from the stage with the completion of the run of her current show. In the future she will devote her time exclusively to radio and the screen.

WADC to Air Park Bands

Akron—Plans are being made to put in a WADC line at Summit Beach park here to air the music of nationally known name bands playing the big pavillion there this summer.

John Bogart Married

John Bogart, Herald-Tribune radio editor, was married to Marjorie Goodell last week-end. Couple are now on a one-week honeymoon.

ANP Talk on WINS

Sanford E. Stanton, political writer currently acting as a newspaper syndicate correspondent at the 50th annual ANP convention, will discuss the events of the convention to date this afternoon over WINS from 3:45-4 p.m.

Unusual Response

Tulsa, Okla. — KVOO has had unusual response on a new type of program, entitled "Ship O' Dreams." The half-hour features the reading of original Vagabond Poems by Allen Franklin, program director, accompanied by the KVOO staff trio, Trafton Robertson, baritone, KVOO Vagabond Ensemble, and Lydia White at the organ. During the first two weeks on the air at 11:30 Friday nights they received unsolicited mail from 42 different states.

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:
No. 21 of a Series

WFIL—Philadelphia

1 Kw.—560 Kc.

SAMUEL R. ROSENBAUM
President

DONALD WITHYCOMB
General Manager

WFIL is the newest radio station in Philadelphia. Yet, in prestige, it is already one of the oldest. Just a little over two years old, WFIL in a recent Ross Federal certified radio survey of Philadelphia was placed No. 2 in audience popularity among the city's eight stations—second, by a very close margin, to a long established, higher powered unit.

Owned and operated by a private corporation, the WFIL Broadcasting Co., the station's remarkable growth is probably a reflection of its heritage, for the station comes of pioneer stock, being a combination of WFI and WLIT, two of Philadelphia's first broadcasting stations. The present call letters were heard for the first time in January, 1935.

When Donald Withycomb, long time director of stations relations for NBC, left his New York post to take over the management of WFIL, the station was floundering and the outlook was bleak. True, WFIL started off with the NBC Blue wire, but it carried a very small percentage of the commercials because of the close proximity of WJZ which was then being sold to cover Philadelphia. Surrounding himself with a competent staff of executives, Withycomb proceeded to "go to town" and make broadcasting history in Philadelphia.

Here's what happened in those two years: the NBC-Blue commercials hopped up to 90 per cent and with Jack Stewart's sales department delivering the goods the local and national spot sales did likewise. WFIL's network affiliations were increased from 1 to 4. Besides NBC-Blue, the station now has Mutual and Transamerican-WLW, and it has organized, and is key station for, the Quaker State Network. It cracked the hostile Philadelphia press-radio situation and now has time-space swaps with three of the city's leading dailies. It was the first station in the city to establish a merchandising and client's aid service and it still leads in this field. It has established a rock-ribbed program reputation based on four points: choice network selections, quality or "class" music and entertainment, news and special features. The station's WFIL News Bureau is known from coast-to-coast and its special features division (the only one in town with mobile pack equipment) has covered everything from political conventions to the recent Louisville flood.

Withycomb's aides at WFIL include Sales Manager Jack Stewart, Business Manager Roger Clipp, Chief Engineer Frank Becker and Program Director John Clark.

WFIL's amazing growth has been accomplished under difficult operating conditions, with makeshift studios and separated executive quarters. When the station moves to its new \$200,000 home in September, and begins transmitting its signal from a new tower, progress for WFIL will really begin.

Joplin, Mo., Students Run WMBH For a Day

Joplin, Mo.—For one day last week, WMBH was turned over to the graduating class of the senior high school, with the entire staff standing by for emergency. The students started to work at 6 a.m. and signed the station off at midnight. A news staff, continuity staff, office staff, and management had been selected, with three shifts to work 6 hours each in order to give as many students as possible a little intimate connection with radio from the inside.

Students managed programs, selected programs, did everything but make some commercial announcements. In addition, about 125 of them appeared on different programs throughout the day, at the behest of their student program-director. The "Looking Into the Past," "Talk of the Town" street broadcast and "Radio Soap Box" open forum, by arrangement, were all distinctly high school in flavor. About 75 students were required to staff the station for the day.

KFVS "Around Town" In 95th Broadcast

A participating program that has "made good" is the half-hour show heard each Sunday afternoon over KFVS, Cape Girardeau, Mo., and known as "Around the Town with Tom and Helen." It features the imaginary Sunday afternoon travels of a young couple and consists of dialogue and musical background. The program has been broadcast since 1935, totaling 95 consecutive broadcasts.

W3XKA Back on Air

Philadelphia—W3XKA, the Westinghouse ultra high frequency short wave transmitter atop the Architects Building, again is on the air with a new frequency of 31,600 kilocycles. Regular programs of KYW are being transmitted daily, 10 a.m.-11 p.m. Engineers under the direction of E. H. Gager, plant manager for KYW, are at present conducting field experiments including the use of recording meters to measure fading.

GUEST-ING

MARGALO GILMORE, ILKA CHASE and EARLE LARIMORE in a scene from "The Shining Hour" on the A. & P. Show, May 6 (CBS, 8 p.m.).

JOHN BEALE on Lux Theater, May 17 (CBS, 9 p.m.).

JANE PICKENS, on James Melton's Sealtest Party, April 24 (NBC-Red, 8 p.m.).

LOUISE MASSEY and the West-erners, on Leo Reisman's "9 o'Clock Revue," April 25 (WOR, 9 p.m.).

PHIL REGAN, on Ed Wynn Show, May 1 (NBC-Blue, 8 p.m.).

REINALD WERRENATH, on Hammerstein Music Hall, April 27 (CBS, 8 p.m.). Booking arranged by Dorothy Worthington.

PEGGY WOOD, on George K. Arthur's "The Stage in Review," April 21 (WQXR 6:45 p.m.).

Workshop at KFRU

Columbia, Mo. — Young aspiring radio actors from the University of Missouri Workshop, with the help of their director, Howard Hake, and under the supervision of George Guyan, program director of KFRU, and David Frederick, KFRU feature writer, have begun producing in the studios a series of dramatic sketches depicting the early history of the Show-Me state. These authentic sketches are heard each Wednesday evening.

A repertoire group of 16 young men and women are learning the fundamentals of dramatic production in the field of radio and, according to their director, are "eating it up."

The station recently dedicated its new studios and transmitter, with a message from President Roosevelt among the felicitations received.

Jack Benny from Waukegan

Jack Benny has sent word to Mayor Mancell Talcott of Waukegan that he expects to do a broadcast from there probably on June 27. Benny expects to do a broadcast from Chicago June 20. He winds up his series on July 4 and plans to finish off in New York.

KMO Studios in Puyallup

Tacoma—KMO has opened a new broadcasting studio in the Kilgore Building, Puyallup, Wash.

Seattle Paper on the Air

Seattle—The Ballard Tribune, local newspaper, is exploiting itself over KRSC.

Air-Tuning

Buffalo—Since the WBNY studios were completely air-conditioned recently, the studio pianos no longer get out of tune.



THE transcontinental swing being taken by Haven MacQuarrie starting May 7 is expected to result in some new talent for the Warner Bros. studios. The "Do You Want To Be an Actor?" producer will pick a boy and girl in each of the big cities which he plays on his personal appearance tour. The winners are to be brought back to Hollywood via special train, after which Trans-American has definite plans which will keep MacQuarrie on the air.

Hec Chevigny, formerly of KOL, Seattle, and now script chief of KNX, Hollywood, will have his latest book, "The Lost Empire," off the press this fall.

Lou Francis, girl pianist, has been signed for a three times a week 15-minute sustaining program on KGfJ.

New Move to Eliminate Canned Music on Radio

(Continued from Page 1)

in back of him the leading orchestra leaders and other talent appearing on the ether and who make phonograph recordings.

In the high court of Penn. the case of Waring vs. WDAS is expected to result in a decision establishing a precedent one way or the other, which will guide courts in other states. Lower court restrained WDAS from playing Waring disks, and the station, backed by the NAB, took an appeal. Decision is expected within a day or two.

In New York, Supreme Court Justice Hammer handed down a memo in which he allowed the Decca Record company to intervene in the action of Frank Crumit vs. WHN and Goldenrod Brewery Co. Crumit is a NAPA member and suit is a local test case, one of several pending by NAPA members. Decca averred it and not the artist controlled the right to restrain stations, etc., from playing the records in question. Artist, says Decca was paid for his work and recording company owns it.

Justice Hammer, however, in allowing Decca to intervene, merely threw the case back into NAPA's lap, since he does not have prejudice against Crumit filing an amended complaint and continuing the fight to keep Decca out. The Crumit-WHN action has been set on the May 3 Supreme Court calendar and it is scheduled to come up within the week following this date.

Maurice J. Speiser of New York and Philadelphia, is general counsel for the NAPA, while Milton Diamond, is attorney for Decca.

NAPA is not connected with the Los Angeles organization, the American Recording Artists Association. Latter group is not averse to radio playing records made by its members so long as the outlet in question pays a performing rights fee.

RADIO PERSONALITIES

No. 27 in the Series of Who's Who in the Industry

DEWEE H. LONG, sales manager of Columbia's Southern key station, WBT, Charlotte, N. C., has had a career that is literally a story of office-boy-to-executive. He began as office boy in a railroad company department in Chattanooga, Tenn. After a few years, he took a business



From office boy to executive post.....

course, returned to the office and soon became assistant to the chief clerk. Leaving that, he worked as secretary of a creosoting plant and was transferred to Spartanburg, S. C. There, he began his selling activities by working for a wholesale bakery, but depression caused his specialty cake line to fall and he entered radio, peddling announcements for a Spartanburg station, the owner of which operated three other stations. Within a few months, Long was sent to Huntsville, Ala., as manager of a station. He returned to Spartanburg for a while and quit radio for a business of his own. Bitten by the show bug, however, he succumbed again, and joined the staff of a new station at Greenville, S. C., as commercial manager. Shortly thereafter, in 1933, he came to WBT as a salesman, and in 1936 was promoted to Sales Manager by General Manager William A. Schudt, Jr.

Long was born in Trenton, Ga., is married and has two boys, one eight and the other not yet a year old. He has a genial disposition, likes everybody and everybody likes him, is a quick thinker, easygoing, and possesses a diplomatic manner and polish that appeals to all types of people. Long's hobby is golf, at which he excels.

Lake Mich. Under-Water Broadcast Is Described by WTMJ Engineer

Milwaukee — Dan Gellerup, technical supervisor of WTMJ, gives the following report on the technical handling of the station's recent broadcast from 58 feet below the surface of Lake Michigan—the "American Dress Rehearsal" of the Lusitania Salvage Expedition—which created widespread interest:

"The equipment used was a medium, low-frequency, broadcast relay transmitter, WJER, with an outlet of seven and one-half watts. The talk-back circuit was a seven and one-half watt ultra high frequency broadcast relay transmitter, W9XAZ, while the speech circuits consisted of a Western Electric 22A amplifier and three Western Electric 633A microphones. A rather peculiar lineup of speech equipment was used because each of the two diving helmets was equipped with both head phones and microphones, all working off a common amplifier. Since the nature of the diving test prohibited the use of a number of cables for communication, a four-wire shielded cable was used with each diving dress. Two wires carried the microphone output at 25 ohms and the other two carried the headphone circuit at 12,000 ohms, the latter circuit being bridged across the amplifier output. The circuits in this cable were free from any feedback even though the decibel gain from the input and output circuits was of the order of 70 decibels. Besides feeding the headphone circuits, the program line also fed the newsreel sound equipment. This was also accomplished with a bridging circuit.

"The microphones were built in as an integral part of the breathing tubes in the divers' helmets. The

headphones were fitted into skull caps worn as part of the diving suit. During the entire broadcast, all microphones were open so that the two divers under water and the announcer on deck could converse with each other without the use of any switching circuits.

"During the broadcast, the only trouble encountered was caused by the gas-driven generator. The gas tank for this unit was in the base and the gas feed was a suction type. When the ship started to roll, the gas sloshed about in the gas tank, allowing the carburetor to draw up air, which caused the engine to sputter and die out. The total interruptions were something under two minutes. A gravity feed tank would eliminate this trouble."

Bible Series on CBS

A Sunday series of "Living Dramas of the Bible" will start next Sunday 2:30-3 p.m. on the CBS network. They will be written by Margaret Sangster, Lewis Beach, Ernest Howard Culbertson and Thyra Samter Winslow. William N. Robson will direct.

Amateur Movie on WMAZ

Amateur movie hobby has hit WMAZ, Macon, with a bang. First, Chief Engineer George P. Rankin Jr. started out with an outfit some two or three years ago, to be followed in a few months by President E. K. Cargill; last Fall Wilton Cobb, secretary and treasurer, went in for the idea, and now comes Frank Crowther, salesman, to make it a camera quartet. Between them the WMAZ staff has been more than "shot."



LOU JACOBSEN has left CBS to produce "Bowman Fireside Theater" and "Northerners" for J. Walter Thompson.

Larry Holcomb turned over the continuity department at NBC here to Ken Robinson and departed with wife and child for a vacation in Santa Fe before returning to New York as radio director for Fletcher & Ellis.

Richard Marvin, radio production director of J. Walter Thompson, back from Dallas on the Omar account.

Lois La Chance, torch singer, who bowed in recently on the Bowman Fireside Theater, is playing this week at the Chicago theater.

J. Morse Ely of J. Walter Thompson radio department back from honeymoon in Mexico. Bride is Louise Stanley of Evansville, Ind.

Arch Oboler, author of "Lights Out" and of Irene Rich's scripts, off to New York to consult with publisher regarding "Lights Out" volume shortly to be brought out.

Bill Stoker, soloist with Kay Kyser, and who left for home in Salt Lake City last week, now writing friends here that he is going into Missionary work for the Mormon church in New York. Also plans to study at Juilliard school.

Kay Chase, who writes "Painted Dreams" and "Helen Trent," back from a Florida vacation. She spent all the time there writing scripts.

Joe E. Brown, in town for a week of baseball broadcasting over WJJD, for which he's reported getting \$3,000, was host to radio and sports writers at a Drake Hotel luncheon yesterday.

Carl Hoeffle's new song (he's pianist for Tom, Dick and Harry) was introduced on the air on the "We Are Four" serial. Bud Vandover (Tom) did the singing.

Bill Irvin (Don Foster, radio editor of The Times) is back from Hollywood where he visited the Wendell Halls.

Mrs. Wayne King and children, Penny and Wayne Jr., plan to go to their northwoods Wisconsin farm early in May for the entire summer. Wayne will duck up there occasionally between Lady Esther broadcasts.

Fibber McGee and Molly (Jim and Marian Jordan) signed contracts Monday for their Paramount picture. The Johnson show thus moves to Hollywood, with its first broadcast from there May 3. Harlow Wilcox, stooge and announcer, may go along. Ted Weems must stay behind because of his Mutual commercial, so Jimmy Grier will be the coast ork. Show is expected to remain west about six weeks.

Joe Du Mond, baritone, poet and narrator, replaces Gene Arnold as narrator for the Cadets Quartet and Harry Larsen. Arnold continues on "Fitch Romances," plus the new NBC Minstrels.

Coming Events

April 20-23: American Newspaper Publishers' Ass'n annual convention, Waldorf-Astoria, Hotel.

April 24-25: Association of Radio News Editors & Writers executive committee meeting, 360 North Mich. Ave., Chicago.

April 26-28: Association of National Advertisers, semi-annual meeting, Hot Springs.

April 29-May 1: 20th Anniversary Convention of the American Association of Advertising Agencies, Greenbrier Hotel, White Sulphur Springs, W. Va.

May 2-9: National Music Week; David Sarnoff, chairman.

May 3-5: Eighth annual institute for education by radio, Ohio State University, Columbus, O.

May 7: NBC Athletic Association Spring Dance, Hotel Roosevelt, New York.

May 10-12: Institute of Radio Engineers Silver Anniversary Convention, New York.

May 12-15: World conference on radio communication and television, Cairo, Egypt.

May 14-30: Syndicate Professionel des Industries Radioelectriques 14th Annual Salon, Palais Neo-Parnasse, Paris.

May 15-18: Second Annual Congress of Colonial Broadcasting of National Federation of Radio Mfrs. of England, Paris.

May 15-31: Radio and Television Fair, International Exposition Grounds, Paris.

May 23-25: National Radio Service Ass'n convention, Dallas.

June 1-10: Radio-television exposition, Moscow.

June 10-17: British Television exposition, organized by Radio-Electrical Industry of Great Britain, South Kensington Museum, London.

June 14: American Federation of Musicians' annual convention, Louisville, Ky.

June 20-23: National Association of Broadcasters' annual convention, Hotel Sherman, Chicago.

June 20-23: Advertising Federation of America's 33rd annual convention, Hotel Pennsylvania, New York.

June 21-24: American Institute of Electrical Engineers' convention, Milwaukee.

June 21-24: Summer Convention of the Canadian Electrical Convention, Banff, Alberta.

Aug. 2: Semi-annual meeting of the American Radio Telegraphers Association, New York.

Nov. 26: Inter-American Radio Conference, Havana.

ONE MINUTE INTERVIEW

HERB HOLLISTER

"Much of the headway we have been able to make since KANS first went on the air last September has been due to our close attention to the LOCAL Picture. We have made it our business to broadcast, consistently everything that has happened locally, and have even gone so far as to create a few events on our own hook."

☆ Coast-to-Coast ☆

GEORGE E. HALEY, KMBC director of national program sales, is in Kansas City from Chicago for a brief confab with studio execs.

Ed Sprague, sports commentator on WCAE, Pittsburgh, fills a late spot three nights a week, at 11:10 p.m.

Gilbert Mack of WHN stock company impersonates Charles Boyer in the radio version of "History is Made at Night" on the WHN Movie Club, 8 p.m., Friday.

Rae Carde, femme member of the WJW (Akron) staff, is writing copy since Joe Griffiths left the studios.

Bob Ingram has taken over the nightly sports period on WADC, Akron.

D. A. Wheeler, WISN's chief engineer, is responsible for the elaborate set-up of mikes at various strategic points at Borchert field for the broadcasting by Alan Hale of the Milwaukee Brewer games. A prologue to the game itself, the "Dugout" broadcast, is presided over by Neil Searles.

"The Program Is Yours" is an hourly twice-monthly program heard over KFS, Cape Girardeau, Mo., featuring the 140th Infantry Band, composed of fifty members. The program, sponsored by a bakery, is broadcast by remote control from a town some 15 miles from Cape Girardeau. Program is made up of request numbers sent in by listeners.

Al Hunter, KVOO staff announcer and vocalist, was recently chosen soloist of the First Methodist Church in Tulsa, Okla. Hunter is a baritone and presents his own program over KVOO every Thursday morning.

John Lawson, who edits the expanded radio column for the evening Fort Worth Star-Telegram, has started a "pet peeve" department in the column, for use of his readers who want to write in their peeves about radio in general and particular programs.

Former workers of Jack Parr, WCAE's new announcer from Youngstown, send him letters addressed Jack "Bing" Parr.

Lawrence Suhadolink, operator at WADC, Akron, is honeymooning in the east with his bride, Tresta Taro.

Allan Williams stepped in as chairman of WMCA's "Early Risers" yesterday a.m.

Eddie Wise treated listeners of WEBQ, Harrisburg, Ill., to a swell treat last week when Tom Mix was in town. Wise had the cowboy and circus star on the air for 10 minutes.

Bill Condit of The Speedblenders is back on KMAC, San Antonio, after an illness.

Kenny Kurz is assisting Earl Harper in the WNEW baseball broadcasts.

J. Munger has joined WBRY, Waterbury, as salesman. He was formerly at WKZO, Kalamazoo.

The Old Counsellor, similar to Voice of Experience, is a new sustainer thrice weekly on WELI, New Haven.

Corwin Riddell, program director at KTSA, San Antonio, has obtained Wheaties sponsorship for the Mission team baseball games. "March of Time," Fishing Reports and INS news also are now on the KTSA schedule.

Dick Smith has won a third year scholarship at Harvard law school after having been there two years and affiliated with the Yankee Net in a minor exec position. Smith, national intercollegiate oratorical champ in 1933, used to be on the announcing staff of KFAB-KFOR, Lincoln.

William H. Albee, who walked 1,000 miles from Prince George, B.C., to Atlin, is the current "man of the week" at WLS, Chicago. He will give talks on the Dinnerbell Time and Homemakers Hour programs.

Billy Morell's, "What's Your Opinion," man-on-street show, heard daily 12:30 over WJBK, Detroit, almost had an unwanted opinion the other day. Morell was gabbing with a lady guest, when a tipsy gent in the audience burst through the crowd and wanted to know "who's conducting this meeting?" Billy had one hand on the mike, and the other ready for a shove when Jim O'Brien, WJBK's Turf reporter, who happened to be there, hustled the indignant inebriate away.

Tommy Hoxie, local manager of KSLM, Salem, Ore., is one of radio's youngest execs. Only 24 years old and married, he's been in radio for eight years. Started with KTBR, Portland, and is practically an all-around radio man.

Norman Twigger has been doing such a good job of giving twice-daily news on WCAE, Pittsburgh, that his sponsors have asked that his programs be billed "Norman Twigger-News."

James Milne, WELI prexy, is the new president of the Aims Point Club, New Haven.

Sleepy Hollow Gang of WCAU, Philadelphia, plan a two-week vaca-

ANNOUNCERS

BOB GILL gets the early morning dog watch, 6:45 a.m., at WCAU, Philadelphia. He pulled straws and lost.

GENE SHUMATE, Iowa Network sports announcer, will be at the CBS mike for the annual Drake Relays at Drake University, Des Moines, April 24, while REGGIE MARTIN of Central States Broadcasting will cover for NBC via KSO. Shumate later will air baseball over KSO.

BOD DE HAVEN, sports announcer at KVOO, Tulsa, Okla., is manager of a softball team formed by the station staff.

LESLIE WILLIAMS of the announcing staff at WCAE, Pittsburgh, plays the landlord role in the Wednesday night show, "A Night at the Inn."

BOB EVANS, formerly of WCAE, is now special events and sports announced at WSPD, Toledo.

tion soon, with Lazy K. Hillbillies pinch-hitting.

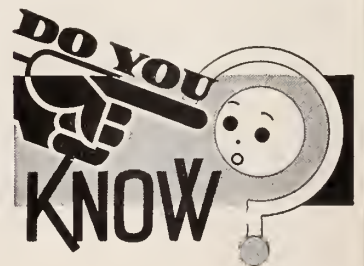
Sims Rixey, accompanied by Joseph Bradshaw, pianist, started a new thrice-weekly program of "Old Favorites in Song" over KFRU, Columbia, Mo., last week.

Jesse Crawford, while playing a theater date in Buffalo, tuned up the new Hammond electric organ installed by WBNY.

The KMAC (San Antonio) "Birthday Party" has been on the air 6½ years and is getting over 50 letters daily from all parts of the U. S. and ships at sea asking that birthdays be aired on these programs each Sunday morning at 7:30 by Tony Bessan, originator, announcer and studio production manager.

Art Lewis, formerly at WCAE, Pittsburgh, and now selling time at WMMN, Fairmont, W. Va., was a recent smoky city visitor.

Bill Taft, manager of KGY, Olympia, Wash., contends that his station was among the first five to be established in this country.



Arthur Godfrey, Washingtonian, rated the highest-paid in the country, has 12 commercials and one daily program with 75 sponsors.



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 52

NEW YORK, N. Y., THURSDAY, APRIL 22, 1937

FIVE CENTS

Press-Radio is Renewed

Looking On AND LISTENING IN

RANDOM ITEMS The scarcest quantity in radio variety programs is originality. Two new big-time air shows that made their debut last Sunday night both used a Jewish stooge although the airwaves are already cluttered with programs having stooges.

RKO Radio Pictures proudly announces that its musical film, "Shall We Dance," will get plugs on 187 major broadcasts between March 17 and May 5. Which is still less plugging than Bernie and Winchell are giving their picture—and such a use of radio programs has never had an equal. Yet some movie folk call radio their enemy.

In reviewing the recently broadcast CBS blank verse drama, "Fall of the City," Time Magazine ran the review under the heading of Theater. Radio isn't quite sure yet whether it ought to feel complimented.

The New York Advertising Club luncheons are worth better than a local airing. They produce an unusual amount of good entertainment in the way of interesting personalities, timely sidelights and the prolific Lowell Thomas in his most sparkling humorous form.

Listening to play-by-play descriptions of baseball games on the air makes a fan very eager to see the games. It's both a tribute to the announcers and assurance that the airings will help rather than hurt baseball attendance.

The Kansas City Kansan, newspaper, is again listing radio programs in its columns. It tried dropping the daily log but met with such public protest that the service was restored. A newspaper without a radio chart today is like a clock without hands.

News to Order

Wichita—Though aware that its UP news broadcasts were being utilized in Wichita public school classes, KANS didn't realize the full extent of this service until the other day when the principal of one of the schools phoned Manager Herb Hollister and asked for more strike news on the 10 a.m. period for the civics class.

BORDEN SHOW ON WHN WILL BE FED TO WOR

Effective May 12, WHN will feed a commercial program weekly to WOR. Program, sponsored by Borden Co. for its Pioneer Ice Cream division, has been set for a 52-week run and will air every Wednesday 8-8:30 p.m. over both WOR and WHN.

Show is tagged "Broadway Melody Hour" and will feature Col. Jay C. Flippen as emcee, Irving Aaronson's orchestra and guest stars. Harold Stretch, WHN sales department, negotiated the deal. Young and Rubicam is the agency handling the show.

WSAN of Allentown Joining NBC on May 1

WSAN, Allentown, Pa., will join NBC on May 1 as an optional Red or Blue network outlet, it was announced yesterday by NBC. WSAN is the only station in Allentown and operates on 500 watts, 1440 kcs. NBC rate will be \$120 per hour. J. C. Shumberger is president of WSAN Inc. J. H. Musselman is station manager. NBC networks now have 125 stations.

RCA, AT&T Obtain Writ On Transmitting Patent

Wilmington, Del.—Judge John P. Nields in U. S. District Court yesterday granted a preliminary injunction in the case of RCA and A.T.&T. against Collins Radio Co. It was alleged that defendant had infringed

(Continued on Page 6)

8 Atlantic Seaboard Stations Go With Mutual in September

Program is Conceived, Sold and Aired in Hour

Tulsa, Okla.—R. P. (Bud) Akin, KTUL salesman, set some kind of speed record when he conceived, sold and aired a special sports quarter-hour in a few minutes more than an hour. One of his sporting store clients called and said Tony Acetta, national bait casting champ was in town for a night performance and they wanted

(Continued on Page 3)

New Bureau Agreement is Extended for Another Year—Publishers Adopt Friendly Radio Attitude

Advertise Sustainers

Chicago—For the first time, as far as is known here, a hotel is spending money to advertise its sustaining broadcasts. Palmer House has allotted \$1,800 for next two weeks to plug Henry King's orchestra (WGN-Mutual) in ads on radio pages of local newspapers. Ralph Ginsburgh and the Palmer House Ensemble will get ads the week after.

FIRST COMMERCIAL SET FOR WLW WIRE

The first commercial program to be heard over the new WLW wire will begin airing today, 2:30-2:45 p.m. Drums, Inc. (cleaner) is the sponsor, with C. C. Winningham, Detroit, handling the show. Program has been set for 13 weeks and will

(Continued on Page 3)

Willys-Kyser Show Set On 25 Mutual Stations

The new Willys-Overland nationwide program, "Surprise Party," featuring Kay Kyser's orchestra, will start Sunday, May 2, at 10-10:30 p.m., over 22 Mutual stations, with three

(Continued on Page 6)

The American Newspaper Publishers Association's radio committee report released yesterday announced the renewal of the Press-Radio bureau for another year. NBC and CBS have agreed to underwrite the cost of its operation as in the past.

Committee report also took cognizance of television, facsimile printing, foreign news propaganda by radio, and devoted an appendix to the newspaper owned wireless company Press Wireless Inc. Firm is now used by Transradio to broadcast news to stations subscribing to its service. NAPA convention to date has not uttered a word against the radio. Even the annual report of the NAPA Bureau of Advertising which in the

(Continued on Page 8)

NEW KYW, WGY STUDIOS WILL COST \$1,000,000

Complete plans for building of new studios for KYW, Philadelphia, and WGY, Schenectady, were announced yesterday by Lenox R. Lohr, NBC president. At the same time it was learned that NBC has amended its present station contracts with General Electric, owners of KOA, KGO and WGY, whereby the expiration dates have been staggered. The original contract signed Nov. 25, 1932, contained a simultaneous expiration clause.

The new contracts call for the WGY contract to run until Dec. 31, 1942; KOA to July 1, 1943; KGO to July 1, 1944. WGY and KOA are 50,000-

(Continued on Page 3)

2 KDYL Shows Waxed

Salt Lake City—Two KDYL programs, "The Woman's Hour" featuring Harriet Page, and "The Kangaroo Artists Revue", for children, have been recorded on disks here by James B. Keysor Sound Studios. The transcriptions are going east to the station's national representatives, John Blair & Co. Both shows have made quite a hit hereabouts.

Reports that Mutual will expand its network facilities into the southeast next fall were confirmed yesterday by Fred Weber and Theodore C. Streibert, MBS general manager and vice-president, respectively.

Negotiations are now going on for eight stations, between Richmond and Atlanta to join the network next September. Initial conference between Fred Weber and representatives of the southern stations was held in the Hotel Charlotte, Char-

(Continued on Page 3)



Vol. 1, No. 52 Thurs., Apr. 22, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher
 DON CARLE GILLETTE : : : Editor
 MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk and Verne Bailey, 6425 Hollywood Blvd. Phone Granite 6607. Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879. Copyright, 1937, by Radio Daily Corp. All rights reserved.

FINANCIAL

(Wednesday, Apr. 21)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	169½	168¾	169	+ ¾
Crosley Radio	22¾	22	22½	+ 7/8
Gen. Electric	56½	55½	56½	+ 1
North American	26½	26½	26½	+ ¾
RCA Common	10½	10½	10½
RCA First Pfd.	73¼	72½	72½	- 1¼
RCA \$5 Pfd. B.		(98¾ Bid)		
Stewart Warner	20¾	19½	20¾	+ 1
Zenith Radio	38½	37¾	37¾	+ ½

NEW YORK CURB EXCHANGE

Hazeltine Corp.	16	16	16	- ¾
Majestic	4	4	4
Nat. Union Radio ...	2½	2½	2½

OVER THE COUNTER

CBS A	Bid 54½	Asked 56½
CBS B	Bid 54½	Asked 56½
Stromberg Carlson	Bid 15¼	Asked 16¼

"Bachelor's Children" Is Adding 4 Stations

Cudahy Packing Co., Chicago (Old Dutch cleanser) on April 26 will add WKRC, WGR, WJSV and WEEL to its "Bachelor's Children" Mondays through Fridays, 9:45-10 a.m. Roche, Williams and Cunningham Inc., Chicago, has the account.

CBS-Guild Meet Delayed

Scheduled meeting between the CBS bargaining committee and the American Guild of Announcers & Producers yesterday morning was postponed at CBS' request until 3 p.m. today.

STATIONS!

The ...
Morning Bulletin Board
 America's Perfect Morning Variety Show
STAR RADIO PROGRAMS, INC.
 250 Park Avenue New York City

A Radio Success Story

Drene shampoo was introduced to the public by Procter & Gamble about 18 months ago via WBS spot announcements in chosen cities and today is the largest selling shampoo on the market. From the spot announcements the sponsor placed WBS quarter-hour disks in five test cities with Jerry Cooper as vocalist singing under the name Jack Randolph. From the test series the station list has grown to 100 stations using the disks, plus the three NBC network shows.

Ed Smith, to Gen. Mills As Program Dep't Head

Chicago—S. C. Gale, advertising director of General Mills, Minneapolis, has signed Edward G. Smith, WGN production director, as manager of the General Mills program department, effective June 1. Smith will leave WGN May 15 for a Southern vacation which General Mills is giving him.

Smith has been with WGN six years, coming from the King-Trendle Broadcasting Co. (Michigan network). At WGN Smith has produced "Bachelor's Children," also aired on CBS and Mutual; "Painted Dreams" and "We Are Four."

General Mills has Gold Medal Feature Time on CBS, outletting from Chicago studios "Betty and Bob," "Modern Cinderella," Betty Crocker, and "Hymns of All Churches," and from New York John K. Watkins' comments. Also currently testing "Arnold Grimm's Daughter" for Softasilk on WGN.

Battle Re-enactment Over Virginia Network

Petersburg, Va.—One of the outstanding historical pageants of the year, the re-enactment of The Battle of the Crater here, where the famous Civil War battle actually took place, will be broadcast by WPHR of Petersburg and fed to the Virginia Broadcasting System on April 30 at 11 a.m.

Taking part in the program will be the Fifth Regiment of the U. S. Marine Corps, cadets from Virginia Military Institute, Second Battalion of the 111th Field Artillery of Virginia National Guard, Company G of the First Infantry of the National Guard, the Quantico Post Marine Band, and many notables.

Richmond News Leader, daily paper, is sponsoring the broadcast.

Senator Bankhead Halts Airing of Tax Hearing

Washington Bureau, RADIO DAILY Washington—After arbitrarily halting a broadcast of District of Columbia tax problems, Speaker William T. Bankhead refused to give any reason beyond the mere fact that he doesn't believe in this type of broadcasting. He said in part: "There have been no broadcasts of committee hearings since I have been speaker, and I am not willing there should be."

Maryland Hunt Race on NBC
 NBC-Red network will air the 44th annual running of the Maryland Hunt Cup Race on Sunday, 3:45-4:15 p.m., with Clem McCarthy at the mike.

Two WNEW Accounts Renew for 3rd Year

WNEW has received its third consecutive renewal from two of the station's largest time buyers. Canadian Fur trappers, renewed for 52 weeks, now airing 7 times weekly on Make Believe Ballroom for 15-minutes per period. One half-hour musical show Sundays and 48 spot announcements weekly on the Dance Parade. Jordan Furs, also renewed for 52 weeks, now broadcasting daily show lasting for half-hour and tagged "Uncle Pete and Louise," 15-minute musical show Sundays, and 18 spot announcements weekly on Dance Parade. Schillin Advertising agency has both accounts.

Zenith Radio Withdraws Objections Over S. E. C.

Washington Bureau, RADIO DAILY Washington—Zenith Radio Corp. of Chicago has withdrawn objections to making public disclosure of certain information filed under Securities Exchange Act. Info released concerned capital stock, investments in securities and affiliates, and income for dividends. E. F. McDonald, Jr., is president and a director.

Shurick Recommended For FCC Secretary Post

Minneapolis—Edward P. Shurick, now assistant general manager of WDGY here, has been recommended by Ernest Lundeen, U. S. Senator from Minnesota, for appointment as secretary to the FCC in Washington. Shurick has been in radio for eight years and was at one time manager of KSTP here.

Minnesota Democratic leaders also have endorsed his appointment to the FCC post.

Wales Gets Bird Food Account

Wales Advertising Co., Inc., has been appointed to handle the Nature Friend, Inc. (bird food products) account.

Radio advertising is being expanded, bringing Anice Ives to Philadelphia daily on WIP and participation in a New England program on WEEL and other CBS stations.

LEO SAYS:

Greetings to a new sponsor—DRUMS, Inc., on WHN every Thursday from 2:30 to 2:45 P. M.

WHN DIAL 1010
 AFFILIATED WITH M. G. M. LOEW'S



COMING and GOING

ANDRE KOSTELANETZ leaves New York for Hollywood after his April 28 broadcast to appear in the Paramount motion picture, "Artists and Models."

LILY PONS returns to Hollywood in July.

PAUL MOSHER of the David Alber publicity office leaves New York tomorrow for Connecticut on business.

BERNICE CLAIRE returned to New York yesterday from Little Rock, Ark.

EMIL COLEMAN leaves New York tomorrow for Pittsburgh to play an engagement.

JANE PICKENS arrives in New York today from Pittsburgh.

HORACE HEIDT and his band leave town tomorrow for Washington to play a week's engagement at the Earle Theater.

PAULINE SWANSON of Bob Taplinger's Hollywood office arrives in New York today and will remain here for a week.

LOWELL THOMAS sails April 28 on the Europa for England to cover the coronation.

GEORGE W. TERRELL of the General Electric Co. arrived in New York yesterday aboard the Western World from Buenos Aires.

PHIL SPITALNY is scheduled to return to New York from Chicago this week.

HARRY KERR, radio publicist of J. Walter Thompson Co., was in Washington yesterday and returns today.

GUNNAR WIIG, manager of WHEC, Rochester, N. Y., is in New York on business.

Spring Radio Cleanup Topic of Caldwell Talk

Elimination of noise and interference from radio receiving sets will be the subject of a talk by Dr. Orestes H. Caldwell, editor of Radio Today and former Federal Radio Commissioner, over the NBC-Blue network tomorrow at 7 p.m.

In his talk, titled "Spring Clean-Up for Your Radio," Dr. Caldwell will give some simple rules for doing away with the objectionable noises.

Pitkin Test Series Scheduled for WINS

A series of four test programs featuring Walter B. Pitkin and built around his latest book, "Careers After 40," will start April 29 at 4-4:15 p.m. over WINS. It will be a new type of radio show dealing with careers.

W. R. Murphy of Clark H. Getts Inc. is handling.

"It's A Fact!"

Don't forget, this daily script of news oddities, expertly written AND INSTANTLY SPONSORABLE, is also available in GERMAN, POLISH, ITALIAN and JEWISH.

Write or Wire

Van Cronkhite Associates, Inc.
 360 NORTH MICHIGAN AVE.
 CHICAGO
 State 6088

8 SEABOARD STATIONS GOING MUTUAL IN SEPT.

(Continued from Page 1)

lotte, N. C., last week. Virgil Evans, owner of WSPA, Spartanburg, arranged the meeting.

Weber said that the southern stations would join the network as a group and because of necessary preliminary work affiliation could not possibly be started before Sept. 1.

With these new outlets Mutual will have completed its eastern seaboard coverage from Boston to Atlanta and is a step nearer to breaking the long line-haul to Texas. Additions of stations in the Mississippi valley south of St. Louis will bridge the gap. Weber would not comment on the rumors that he was negotiating for WNRB, the Scripps-Howard station in Memphis.

With the recent addition of the Oklahoma network, KTAT and WRR, in Texas, the Don Lee network last January, Mutual before the year is out plans to have coverage in all the principal states in the country.

First Commercial Set for WLW Wire

(Continued from Page 1)

air every Thursday. Arthur Chandler—chats with organ comprise talent setup.

Show, originating from WLW, will be aired over WHN, WAAB, WTHT, WSAR, WSPR, WLBZ, WFEA, WNBH, WLLH, WIXBS, WEAN and WICC. Latter stations, with the exception of WHN, make up the Colonial network.

A special hook-up has been made to include web so as to place sponsor's advertising in additional territories not affected by the new WLW-WHN affiliation. WFIL and KQV, regular members of the wire, will not carry the show.

Program is Conceived, Sold and Aired in Hour

(Continued from Page 1)

him interviewed at 3-3:15 p.m., just before daily play-by-play report of Tulsa baseball game. Akin grabbed a telephone, called two other sports stores in Tulsa, and had commercial set in a few minutes for a quarter-hour program. He called again and had Acetta sent up. The interview went on, clicked and pulled a nice crowd at the night's performance.

1	9	3	7
SUN	MON	TUE	WED
4	5	6	7
10	11	12	13
16	17	18	19
22	23	24	25
28	29	30	

April 22
Greetings from Radio Daily to
Eddie Albert
Bert Roggen

NEW PROGRAMS—IDEAS

WMT Midnite Theater Show

The "Easy Iowa Song Fest," a new feature to the Iowa airwaves, heard over WMT, Cedar Rapids-Waterloo, every Saturday night from 11:30 to 12:30 and originating in the Paramount Theater, Cedar Rapids, brings the mid-west a full hour variety program. Show is sponsored by Easy Washing Machine Co. and its distributors.

Frank Voelker, radio's blind organist, a community sing conducted by Doug Grant, Bill Brown and his inquiring microphone, Bob Leefer and his minstrel show, and Bert Puckett as Master of Ceremonies, are some of the highlights heard every Saturday night in this full hour of fun-packed entertainment.

In the two weeks the show has been on the air it is estimated 1,600 people have seen the performance. Situation now is that, in order to be assured of a seat, people are attending the second show to be there when the program goes on the air.

First 30 minutes of the show is devoted to community singing with Frank Voelker at the organ and Doug Grant conducting the songs from the stage. Bill Brown, conductor of the "Movie Man" broadcast over WMT, circulates through the crowd asking questions at random to anyone seated along the aisles of the house.

Bob Leefer, has been added to the staff of WMT in charge of auditioning performers who are given an opportunity to show off their wares on the program.

A novel way of introducing this portion of the program has been worked out by Grant and Leefer. One system used is the introduction of Leefer, the Old Schoolmaster. Kids are brought to the front of the room to perform. Idea is to get away from the old system used on most amateur programs. Everyone living in or around Cedar Rapids is invited to sit in and participate in the show

"Civic Salutes" on WINS

A new weekly series known as "Civic Salute," will be inaugurated May 4 at 8:30-9 p.m. on WINS. The

program, designed to acquaint New Yorkers and those in this vicinity with important facts about their neighbor cities and towns, will be dedicated each week to another city or town in the primary service area of WINS, which takes in a population of over 13,500,000.

On Tuesday night, May 4, WINS will tender a Civic Salute to Bayonne, N. J. Mayor Lucius F. Donohoe of Bayonne will open the program with a talk on "Bayonne and Her Future." Other prominent speakers will be Preston H. Smith, Superintendent of Schools, who will discuss "The Social and Cultural Life of Bayonne," and Edward F. Clark, president of the Chamber of Commerce, who will talk about "The Business of Bayonne." A. L. Hahn, secretary of the Bayonne Historical Society, will give the "Salute to Bayonne," in which he will cover the vital and most dramatic facts in the city's history and progress. The Bayonne High School Glee Club, under the direction of Miss Wakefield, will also be heard on the program.

It is planned, in each case, to give a graphic picture of the business and cultural life of the locality, emphasizing the musical and artistic achievements as well as the commercial.

Other cities and sections which will appear on the series are: Elizabeth, N. J., Jersey City, N. J., the boroughs of Bronx, Brooklyn, Manhattan, Queens and Richmond. Also tentatively scheduled are Hackensack, Hoboken, Newark, Passaic and Paterson in New Jersey, and Pelham, New Rochelle, Mt. Vernon and other important towns in the New York area.

Amateur Guests

"Morning Guests," a program planned by WCAU, Philly, to introduce its new artists to the radio audience, returns to the air at 7:45 a.m. Monday through Friday. These 15-minute daily broadcasts offer a new opening for talent who have never had the opportunity to get a period on the air. The radio audience is asked for comments.

Rained Out Games Mars Opening "Sports Parade"

Opening program of the General Mills-sponsored three-hour "Sports Parade" which started on WMCA at 2:30 p.m. yesterday was handicapped by rain causing postponement of most baseball games.

Special sports comment was given on the program by Bob Carter, Garnett Marks, King Lehr, Dick Fishell and Hal Janis, while Don Kerr emceed the variety portions of the show which included Lorraine Barnett, Jerry Baker, Kay and Buddy Arnold, Helen Young, Lee Grant's orchestra and others. Buddy Cantor (Powell Clark) dished out movie gossip.

Special CBS Broadcast On Start of New Studios

CBS will air a special half-hour broadcast April 27 when Donald W. Thornburgh, CBS v.p. in charge of Pacific Coast operations, presses the lever that officially begins construction on the web's new studios and offices. Program, to be aired from 4:45-5:15 over the entire CBS hook-up, will feature Eddie Cantor, Joe Penner, Jack Oakie, Al Jolson, Martha Raye, Victor Young, Tiny Ruffner, Ken Murray, Milton Berle, Lud Gluskin and many other prominent radio and screen stars. Building will be completed by December of this year.

NEW KYW, WGY STUDIOS WILL COST \$1,000,000

(Continued from Page 1)

watters. KGO is a 7,500-watter and now has an application pending before the FCC for 50,000 watts. In the same application is request for permission to move the KGO transmitter to the same site now used by the NBC-owned station, KPO in San Francisco at Belmont, Cal.

The new KYW studios, costing \$600,000, will be located in a new six-story building to be built at 1619 Walnut St. Cost of the building is being borne by NBC and the land is leased until 1955 with option to buy in the meantime. Station contract with Westinghouse Electric, owners of KYW, 10,000 watt station, runs until Dec. 31, 1945. Ground for the new studios, designed by Tilden & Pepper, Philadelphia architects, will be broken within a week and it is expected the building will be ready for occupancy on Nov. 1. With the exception of the first floor, entire building will be used for studios and offices. Basement will be used as an auditorium and will seat 200. In Schenectady, NBC will spend \$300,000 on its new studios which will occupy 20,000 square feet on Erie Blvd. Entire front of the building will be of glass brick. Harrison & Foulhoux, one of the architects used on the Radio City studios, designed the new studios.

Above construction work on NBC owned and operated stations is a part of the \$5,000,000 plan outlined for the stations. New studios are now being constructed for WRC-WMAL in Washington, and plans for new studios in San Francisco and Cleveland will be announced soon. It is expected that the Frisco studios for KGO-KPO will remain at the same address, 111 Sutter St., but WTAM is looking for a new location. Announcement on the new WTAM, Cleveland site is expected within the week. Don Gilman, NBC vice-president in charge of west coast operations, who will be in New York in a few days, will have more to report on the Hollywood and San Francisco expansion work.

Construction work will be carried under the supervision of Alfred H. Morton, manager of the NBC owned and operated stations, with O. B. Hanson, NBC chief engineer, handling the technical details.

SELL TIME WITH SOUND

Make your sales story
BRIEF — CONCISE — DRAMATIC

Record it on a Presto disc and send it to the time buyer. Records bring results. Ask for proof.

PRESTO RECORDING CORP.
149 W. 19th St., N. Y.

NEW BUSINESS

Signed by Stations

WNEW, New York

System Brake Service, beginning today, 5-min. daily "Dugout Interviews," 13 weeks with options; Jadwiga Remedies Inc., beginning April 26, for indefinite period, daily spots; On The Spot Exterminating Co., beginning today, 26 weeks, daily spots; Live Wire Heating & Construction Co., beginning April 25, Sundays, 7-7:15 p.m., musical program, 13 weeks; United Drug Co. (Rexall), Tuesdays through Saturdays, beginning April 27, spots for indefinite period, through Street & Finney Inc.; Meyer C. Ellenstein, Monday through Thursday, 15-min. musical program for indefinite period, through Schillin Advertising agency.

WBBM, Chicago

Longines Watches, 15-min. "Melodie Time," Eddie House, organist, thrice weekly, through Arthur Rosenberg Co., N. Y.; Procter & Gamble (Crisco), renewal of one-min. spots on "Chicago Hour"; Kraft-Phenix Co. (chocolate drink), 15-min. "Tomahawk Trail," thrice weekly, through J. Walter Thompson; Lucky Tiger Mfg. Co., Kan. City (hair tonic), 15-min. "Hollywood Serenade" disks, Sundays, through Midland Advertising Agency, Kan. City; Stephano Bros. (Marvel cigarettes), 15-min. "Flanagrams," daily, through Aitkin-Kynett Co., Phila.; H. Bendrich Inc. (cigars), 15-min. sports, Pat Flanagan, thrice weekly, through Ruthrauff & Ryan, Chicago; Atlas Brewing, 15-min., sports, Pat Flanagan, through Henri, Hurst & MacDonald.

WFAS, White Plains, N. Y.

Swiss Federal Railroads, Norwegian Travel Information Service, German Railroads Information Office, Belgian Consulate (teachers' summer courses), Vogue Opticians, Mme. E. Clement (corsetiere), Charles W. Ackerman (men's clothes), Cafe Continental, Rey and Pierre (French restaurant) and Louise Elya (body treatment), all of New York City, signed for spot series through Associated Broadcast Advertising Co., New York.

WJAY, Cleveland

United School of Christianity, daily 8:30 p.m., series featuring Wayne West.

ONE MINUTE INTERVIEW

XAVIER CUGAT

"When people get sick of sweating and whirling like dervishes to those madcap tempos, they always come back to cool off to our Tango rhythms. Swing is definitely on the way out. Why? Because there are not enough bands like Benny Goodman's to make it a lasting art. Anyhow, when people are dancing or listening they prefer inspiration to perspiration!"



● ● ● Ford's Tuesday night CBS show with Al Pearce will be aired from the coast starting in the middle of June.... John Nesbitt's "Passing Parade" gets 14 new stations of the NBC net starting June 1 making a total of 29.... Marty May, who was featured on a sustainer via CBS last summer, auditioned the other day at NBC.... Vincent Lopez has dis-banded for his trek west for the Grace Moore show, taking only two men, and picking up the remainder there.... Freddie Rich tore a ligament while conducting the other night—tripping from the bandstand—but continued with the show.... Carl Ravel will have THREE CBS spots from the Lexington.... The Cycling show will fade in June, returning to the air in September.... Conrad Thibault, who copped third prize in the Los Angeles Open last year, has entered his application for this year's contest.... Don Wilson has lost 15 pounds to make the grade as a movie star.... Bunny Berigan's swing band is the last-minute switch to succeed Benny Goodman at the Pennsylvania.

● ● ● Mickey Alpert opens at Ben Marden's Riviera May 27 and will be featured on a COMMERCIAL conducting a band and ad libbing. This is the "inside" for the delay of the audition scheduled earlier in the week.... Joey Nash, who besides being a grand singer, adds a sideline to his ability with good humor, offers this: "I know a guy so stubborn that he has listened to Amos and Andy for five years—and still won't clean his teeth.".... Jimmy Jemal, the inquiring reporter, celebrates his 16th year of cross-examination about the day's topics, having questioned more than 100,000 people... The recent murder in the WOV studio building, New York, was first flashed across the air by WOR, New Jersey!

● ● ● Ina Claire started her script rehearsals yesterday—in preparation for the commercial.... Lyn Murray is auditioning male singers to send to the Texas Exposition.... Hal Block and Arthur Perrin, Phil Baker's script writers, will accompany the comic to the coast so as to work on "Goldwyn Follies".... Edgar Bergen's new book on ventriloquism, "Charlie McCarthy Sez," will be published shortly.... Mario Braggiotti will also dis-band and do solos.... "American Cavalcade," new pocket size monthly, will make its debut on the newsstands tomorrow.... Sammy Schuff, Captain of the CBS pages, is the only one Kate Smith wants to handle her shows—and this is the only show Sammy works on.... Wheeler and Woolsey will be another pair of comics to appear on the nets in the Fall.

● ● ● Martin Block's son, Gene, 8, has been listening to his dad's "Make Believe Ballroom" for some time and came to the conclusion that the job of announcing is a push-over.... So to prove his point, Gene has obtained WNEW's permission to conduct a portion of dad's show Saturday morning, doing the commercials and ad libbing on kiddie recordings.... If he clicks, the station plans a commercial.... Bill Savacool, in the sales dept. of WNEW, asked the program director for a sports show about fishing.... The director was stumped—because his talent had been snatched up—so now Bill, the salesman, became Bill, the Fisherman, and is selling himself!

● ● ● Frances Langford has been forced to leave the Campbell "Hollywood Hotel" show because of illness and will remain absent for the next three weeks.... Jack Haley, now on the coast, knows that a deal is pending for a permanent spot on the air with an agency—and the show comes from Hollywood....

PROMOTION

Dairy Contest on KGNO

A promotion campaign that will run to May 19 was started this week at KGNO, Dodge City, Kas. Four separate weekly contests, sponsored by Fairmont Creameries, giving away each week 75 baby chicks and 25-pound sack of chick feed for the best letter in 25 words or less on "Why I Like Fairmont's Better Butter Better." Final contest, including all letters received, has ten grand prizes, including cash, chicks, butter, feed, ice cream and milk. All prizes will be obtained through the dealers.

The idea is to kill two birds with one stone: increase the number of youngsters interested in chick raising, through the weekly poultry gifts, and popularize the sponsor's product, butter, through necessity of including a carton label with each contest entry. Sponsor sells butter and also has a hatchery connected with the institution.

"Cooking Forum" Booklet

In connection with the Cooking Forum broadcast and the installation of its new all-electric test kitchen, WSPR, Springfield, Mass., has mailed out a booklet "Cooking Forum" to all manufacturers and wholesalers of food products in southern Vermont, western and northern Connecticut and western Massachusetts, the area which the station reaches in its broadcasting radius.

The booklet describes in detail the Test Kitchen, time, rate, program outline, merchandising and purpose.

Mildred Brunelle is director of the Forum.

Mrs. Johnson Planes Again

In her first plane trip since the recent crash in which her husband was fatally injured and she was badly cracked up, Mrs. Martin Johnson yesterday flew from St. Louis to Tulsa to fill a lecture engagement.

A radio program starring Mrs. Johnson is now being prepared by her representatives, Clark H. Getts, Inc.

ANNOUNCERS

ALAN SHEPPARD left KOIN, Portland, auditioned immediately at KSFO, San Francisco, and found his name put on payroll pronto. Married only two weeks, Sheppard will bring his wife here this Saturday.

ALLEN KENNEDY, formerly with WNEW, joins the announcing corps at KYW, Philadelphia, replacing Charles Arlington, who resigned to make a place for himself on the networks.

DAVE TYSON, of the WFIL, Philly, staff, will once again conduct the kiddie shows at Steel Pier, in Atlantic City, this summer.

BOB CARTER, horse racing expert and chief announcer at WMCA, will be on hand for the daily 2:30-5:30 p.m. "Sports Parades" at that station during the summer months.

WITH THE ☆ WOMEN ☆

By ADELE ALLERHAND

TODAY'S Televisia...the gals definitely appear in the televisual scene, according to Dr. Peter Goldmark of the CBS Engineering Department, but their peculiar qualifications, which yield them a slight advantage over the more hirsute sex as regards their employment in the entertainment end, handicap them for the more technical side of television....Femme scientists, although superb mathematicians, and possessed of a super-abundance of super-swell ideas....to paraphrase the Herr Doktor....tend toward the visionary, rather than the practical, or televisionary....

The lasses lead in photogenic potentialities and pictorial appeal.... They take to make-up like the proverbial barnyard fowl to its favorite aqueous element....For television they'll be taking to shades of green or blue lipstick, on account of the tele-camera is sensitive to the red end of the spectrum, making that color appear white....Cosmeticians are laboring in their labs and bringing forth better and better television make-up....RCA's experiments are producing particularly gratifying results....

There'll undoubtedly be as many femme tele-scribes as male....But, due to the comparatively diminutive size of television screens, their scripts will provide entertainment of the musical comedy variety, where one person at a time is pictured....To show the entire cast of a dramatic or musical production on a screen of the present size would be to reduce it to absurdity....Dr. Goldmark holds forth the hope that the remedy will be arrived at in the not-too-remote future, with the construction of larger screens....

Non sequiturs....Frances Woodbury has been added to the "Pretty Kitty Kelly" cast....Dorothy Lowell who leads a complex emotional life on the air (in "Our Gal Sunday" she's in love with a man who doesn't like her....in "Trouble House" she's adored by one she doesn't give the well-known hoot for) has a bona fide husband at home, thank you....Alma Adams, 18-year-old tuba playing "Hour of Charm"-er, graduates from Dumont High School in June....Ex-baby Rose Marie appearing at Hartford's State Theater for four days....

ORCHESTRAS - MUSIC

GUY LOMBARDO and ork open in Detroit on April 30, move on to Pittsburgh, Philly, Baltimore and a series of college engagements, at not-yet-determined dates, then return to home territory to take musical command at the Waldorf, June 24.

The "Singing Waiters" will offer a program of operatic drinking songs over the CBS network on April 28 at 2:30-2:45 PST, on the occasion of their first Wednesday broadcast from the Paris Inn, Los Angeles. Their original airings took place Saturdays at the same time.

Billy Hays, Intercity maestro, collaborates with Morde Berk, Philly songsmith, on "How Can You Do It to Me". Tune has been placed with Schuster-Miller.

Steel Pier, Atlantic City, promises Maestri Tommy Dorsey, Guy Lombardo and Benny Goodman for the Memorial Day week-end.

Jimmy Littlefield, former WCAU (Philadelphia) maestro, opens the season at Willow Grove Park on Saturday.

Ozzie Nelson is planning to do radio production, building and directing feature network programs. But this will not affect his baton-waving. His featured song on next Sunday's Bakers' broadcast over the NBC-Blue network at 7:30 p.m. EST will be "To A Sweet Pretty Thing", a number he also recorded for Blue Bird phonograph disks.

Dick Stabile's band fills two spots on WCAE, Pittsburgh, tomorrow night, the first at 7:30 for 15 minutes, the second radio dance session at 12:30 a.m. for a half-hour.

Johnny DeDroit and his swing-making aggregation have gone sustaining over WDSU, New Orleans. Johnny was one of the pioneer hot trumpeters in the early jazz days.

WHO to Feed NBC-Red On Drake Track Relays

WHO, Des Moines will broadcast the events of the Drake Relays, track classic of the Middlewest, 2-4:30 p.m. on Saturday. The broadcast will be fed to the NBC-Red network. The program will be handled exclusively by WHO staff members. Dutch Reagan, ace WHO sports announcer, Dick Anderson, WHO staff announcer, and Harold Fair, WHO program director, will be at the microphones. Reed Snyder, supervisor of studio operations, will have charge of the staff of engineers who will handle the broadcast.

Wichita Eagle Lists KANS

Wichita, Kans.—The Wichita Eagle, which formerly carried radio programs listings of its own station but omitted the log of its competitor, KANS, is now running the daily programs of the latter station.

Sibelius' "First Symphony" and Haydn's "Surprise Symphony," so called because of the manner in which the composer brought every instrument in the orchestra in at an unexpected moment, will both be heard on the Chicago NBC Symphonic Hour tomorrow at 11:05 p.m. EST, over the NBC-Blue, under the baton of Roy Shield, NBC central division musical director.

The Salzburg Orchestra, under the direction of Dr. Bernhard Baumgartner, will be heard today in a short wave rebroadcast from London. The program will feature Hans and Robert Schulz, celebrated Continental concert pianists, in Mozart's "Concerto in E Flat", written for two pianos and orchestra, originating from the BBC studios. The international broadcast will be aired over the nationwide NBC-Blue network from 6:05-6:30 p.m., EST.

The Symphonic Singers of Stout Institute of Menominee, Wis., under the direction of Harold Cooke, will present a program of operatic and religious music in a special feature broadcast over the CBS web from the National Federation of Music Clubs' Biennial Convention at Indianapolis next Tuesday, 4:30-4:45 p.m., EST.

The United States Marine Band will feature the "Song of the Marines" from Warner's "The Singing Marine" next Tuesday on its NBC-Blue hook-up at 2 p.m.

Eight programs from the festival of choral and symphonic concerts during the National Federation of Music Clubs' Biennial Convention, April 23-29 in Indianapolis, will be broadcast over NBC networks. More than 4,300 local music clubs throughout the country are affiliated with the federation and approximately 10,000 members are expected to attend the convention.

Discuss MBS Renewal For "The Lone Ranger"

Detroit—Gordon Baking Co. and its advertising agents, Brooke, Smith & French, are now holding meeting on the renewal of its three half-hour "Lone Ranger" programs over the MBS coast-to-coast network. Sponsor intends to renew the series until September, 1938.

Mutual will feed the program as a sustaining feature to stations not on the client's list. Stations can sell the program locally if they prefer.

MCA Signs Alan Scott

Alan Scott, commentator who has just completed a 1 year stretch over WCAU, Philadelphia, has been signed by Music Corporation of America to write, produce and act in radio dramatizations.

GUEST-ING

TITO SCHIPA, from Milan, on Magic Key of RCA, April 25 (NBC-Blue, 2 p.m.)

GENE SARAZEN, golfer, EDWARD WIGGAM, psychologist, and LARRY COLLINS, trick trombonist, on Joe Cook's Shell Show, April 24 (NBC-Red, 9:30 p.m.)

JOE DiMAGGIO, on Sealtest Saturday Night Party, April 24 (NBC-Red, 8 p.m.)

LAWRENCE TIBBETT and HELEN JEPSON, on General Motors Promenade, May 2 (NBC-Blue, 9 p.m.) JOHN CHARLES THOMAS and KITTY CARLISLE on same program the following Sunday.

CHARLIE KENNY, on Walter King's "Song Contest," today (WINS, 12:15 p.m.)

PHIL COOK, on Douglas Allan's "Little Moments with Big People," today (WINS, 2:15 p.m.)

BEN BERNIE, on Walter Winchell program, April 25 (NBC-Blue, 9:30 p.m.)

RALPH KIRBERY, on Nellie Revell program, April 27 (NBC-Red, 5 p.m.)

SAM JAFFE of "Lost Horizon," on the Sports Parade program, today (WMCA, 2:30 p.m.)

ANTONIO MODARELLI, composer and conductor of Pittsburgh Symphony Orchestra, on Heinz Magazine of the Air, May 3 (CBS, 11 a.m.). MRS. CLARA SAVAGE LITTLEDALE, ed. Parents Magazine, same program, May 5; DELMAR EDMUNDSON, in a "Mother's Day Editorial," same program, May 7; DOROTHY THOMPSON, in "Message for Youth of Today," same program, May 10; CAROLYN WELLS, same program, May 12; LEONARD LIEBLING, presenting BETTY JANE ATKINSON, same program, May 14.

BILLIE BAILEY, and ARTHUR CARRON on Hammerstein Music Hall, April 27 (CBS 8 p.m.)

JACK HALEY, PATSY KELLY and SHIRLEY ROSS, on Hollywood Hotel, tomorrow (CBS, 9 p.m.)

BLANCHE YURKA, on Hammerstein Music Hall, April 27 (CBS, 8 p.m.)

THE SONGBIRD OF THE SOUTH

KATE
SMITH

A & P BANDWAGON

THURSDAYS

CBS NETWORK 8-9 P.M., E.S.T.

EXCL. MANAGEMENT TED COLLINS



THOMAS LEE ARTIST BUREAU, which has been quartered at Don Lee KHJ studios, this week leased space and prepared to move early in May to Hollywood quarters which will bring them closer to talent centers. New home will be in Equitable Building, Hollywood and Vine. Robert Braun will continue as manager, with bureau handling screen, radio and stage talent.

Connie Vance, formerly with CBS publicity department, this week signs with Radio Features Service Hollywood office, giving up the writing end for outside work, lining up new business.

Globe Investment Co. (loans) has taken over Al Poska's two hour participating program which has been an early morning feature on KEHE, and, through Stodel Adv Agency, signed a year's contract for two hours, six days a week. Poska chats, tells time, plays records.

Jose Rodriguez, publicity director for KFI-KECA, and also art critic who sat on the board that turned down mural plans for San Pedro post office, has been commissioned by Governor Merriam as California delegate to the National Exhibition of American Art, New York.

R. H. Alber & Co., agency, is making its third expansion move to larger quarters. Ten years ago, Albers started in radio. At first he had desk space, same building. This is his third move, and still on the same building, same floor.

Dan Miner of the Dan Miner agency is back from an extended Eastern trip.

First American sale for the new American Kitchen series announced by Mertens & Price, was made this week to C. P. Clark, Inc., agency of Nashville, Tenn., with a bakery sponsoring. Production on the series starts Wednesday.

William Jeffrey has been signed to do a comedy English part in Superior Macaroni's weekly Jimmy Tolson variety show on KFAC.

Visiting co-ed beauty contest gals, brought here for the annual radio show benefit Saturday night, return to their middle western Universities Wednesday, after having visited movie lots, Gillette, Cantor, Jolson shows, under the pilotage of Ray Buffum, Taplinger office man.

Artie Auerbeck expected to stay through the summer on the Cantor show, also Ella Logan expected to come in for a contract to do more of her scotty songs.

Natalie Cantor, 19-year old daughter of Eddie Cantor, and Joseph Metzger, Hollywood antique dealer, are planning their wedding for late next month.

★ Coast-to-Coast ★

STEPHEN T. WILLIS, manager of **SWPRO**, Providence, reports 800 letters received as a result of the station's "Be Kind to Animals Week" broadcasting. The event was tied up with the local Loew's theater.

KDYL, Salt Lake City, had two distinguished guest stars recently in **Jimmy Dorsey**, who appeared on the **Hudson Bay Fur Co.** "Fashion Matinee" while in town playing a one-night stand, and **Father Hubbard**, on the "What's Your Hobby" program.

Royal Brougham, sports writer of the **Seattle Post-Intelligencer**, did the announcing for the "Silver Skis" broadcast from a height of 7,000 feet at Mt. Rainier, the program originating in KVI and being heard in Portland through **KOIN**.

Temple University mixed chorus of 45 voices will present a series over **WFIL**, Philadelphia.

Jim A. Aull, publicity director at **KYW**, Philadelphia, and **Victor Henderson**, of the Philadelphia Inquirer, address the Upper Darby High School this week on journalism as related to radio and newspapers.

Ben Alley devotes one of his daily programs over **WCAU**, Philadelphia,

for **Household Finance**, to compositions of Philadelphia composers.

Jim McCarty, who did character parts on "Sporting Edition" over **WCAU**, Philly, is now conducting interviews in the bleachers at the ball parks prior to the play-by-play broadcasts over the same station.

The Three Little Funsters began an engagement at the **Showbar in Forest Hills, L. I.**, this week. The boys will be there for an indefinite period. Engagement marks the 21st **New York City club** where the **Little Sachs** have appeared.

A. P. Kaye, Shakespearean actor currently appearing in "Candida," and **Olive Deering**, who plays opposite **Maurice Evans** in "Richard II," will be heard on a special Shakespearean program scheduled for 11:30 a.m. tomorrow over **WINS** and the **New York State Broadcasting System**.

Dr. J. B. Schafer (*The Messenger*), sponsor of the **Secret Giver** program over **WMCA**, is arranging to inaugurate a living memorial sponsorship for indigent mothers. This week *The Messenger* starts its second week on the air, and **Dr. Schafer**, as titular head of the **Secret Givers** plans to augment his present coverage.

Willys-Kyser Show Set On 25 Mutual Stations

(Continued from Page 1)

more to be added on May 16. Don Lee network is expected to be added for the initial broadcast if web can clear the time.

Stations for the May 2 debut are **WOR**, **WGN**, **WSAI**, **CKLW**, **WAAB**, **WFIL**, **WRVA**, **WGAR**, **WGR**, **KWK**, **WSPD**, **WHKC**, **WOL**, **WABY**, **WMBO**, **KTAT**, **WRR**, **WTOK**, **KSO**, **WMT**, **KOIL** and **KFEL**. On May 16 **WCAE**, **WSM** and **KSTP** join the network.

In addition to **Kay Kyser**, program will include **Ish Kabbille**, **Sully Mason** and **Harry Babbitt** as soloists, and **Lyman Gandee**, pianist. First broadcast will originate from **WGN**, then troupe will tour the country in Willys cars, broadcasting programs from cities on the network. Stays in New York and Boston will be longer than elsewhere. **United States Advertising Corp.**, Toledo, placed the account.

RCA, AT&T Obtain Writ On Transmitting Patent

(Continued from Page 1)

on two patents, numbers 1507016 and 1507017, which are known as "feed back inventions" used to produce alternating current in radio transmitting. Both are **DeForrest** patents.

Radio Promotion Men Plan to Meet Monthly

Radio sales promotion managers, representing **CBS**, **NBC**, **Mutual**, **Hearst Radio Inc.**, **New York State Broadcasting System**, **Inter - City Broadcasting group**, **WOR**, **WMCA**, **WHN**, **WINS**, **WNEW**, **WBNX** and **WQXR**, met yesterday in the first of a series of monthly luncheons. Meeting was of social nature, but may eventually lead to the organizing of a group similar to the **AMPA**. Next get-together is set for May 19.

Addressing Ad Men

J. Edgar Hoover and **Norman S. Imerie** will address the annual dinner of the **Bureau of Advertising, American Newspaper Publishers Ass'n**, at the **Waldorf-Astoria** tonight. **Amon G. Carter** will act as toastmaster and **Edwin S. Friendly**, chairman of the committee in charge of the bureau, will preside.

"Singing Strings" on Network

Harriet Wilson's "Singing Strings", **KNX** (Los Angeles) musical program, becomes a nationwide **CBS** feature beginning April 25, at 10:30-10:45 p.m. Originally called "The Fiddlers Six", this group is composed of six girls under the leadership of **Harriet Wilson**, who recently appeared in "Born to Dance" and "The King Steps Out".



R. CALVERT HAWS, manager of **RWCFL**, is showing the folks how to do it at the labor station as master of ceremonies of the Friday night Bath Club. Haws, radio director for the **Chicago World's Fair** in 1933, handled production for **Mrs. Roosevelt's** last sponsored show for **Selby shoes** for **Henri-Hurst & McDonald**.

Macdonald Carey, Iowa U. graduate in 1935 and lately with the **Globe Players**, has replaced **Dan Sutter** in the lead of **NBC's** serial, "Young Hickory." It's hunting a sponsor.

John J. Louis of **Louis, Needham and Brorby, Inc.**, and **Helen Wing** of the agency will accompany **Fibber McGee** and **Molly** (**Jim** and **Marian Jordan**) to the coast in handling their broadcasts while making a picture for **Paramount**. The contract details were handled by **NBC Artists service** (**Dema Harshberger**); **L. N. & B.** for **S. C. Johnson & Son**, and **Jack Votion** of **Paramount**.

Sid Strotz, **NBC** program chief, is back from a week's business trip to Hollywood.

Abe Schechter, head of **NBC** special events, back from **Louisville** where he is making arrangements for the derby broadcast.

Moissaye Boguslawski, composer-pianist of **WIND**, has dispatched a copy of his new "Coronation March" to **Buckingham Palace**. **Boguslawski** expects to depart for **London** and the **Coronation** about May 1.

Jackie Heller to open at the **Oriental Theater** here on May 7 and work on **NBC Jamboree**.

Bobby Brown, **CBS** program director, is reviving his **Spelling Bee** for a one shot Saturday. **Cook County** schools will sponsor the broadcast.

Mischa Mischakoff, concert master of the **Chicago Symphony orchestra**, and **Edward Vito**, **NBC** staff harpist, **Chicago**, are thinking over invitations to join the **Symphony orchestra** **NBC** is putting together in **New York** for **Arturo Toscanini** when he returns for that series of **NBC** concerts next fall.

Ken Fry plans a broadcast on moving day from **Shawneetown, Ill.** This flood stricken city on the **Ohio** is withdrawing to a new site three miles from the river's bank. Date for the description is tentatively set for **Monday May 10**.

Gail Borden, drama critic and columnist of the **Daily Times**, and whilom radio editorialist for that paper, is on his way to **London** to cover the coronation. He is the son-in-law of **Charles Daniel Frey** of the agency bearing his name.

Edward Meeker Dead

Orange, N. J. — **Edward Warren Meeker**, old-time minstrel star and one of the first radio singers, died this week at a hospital here. **Meeker** sang over **WOR** when that station was first established.

★ F. C. C. ★ ACTIVITIES

APPLICATIONS GRANTED

KEHE, Los Angeles. Vol. assignment of lic. to Hearst Radio, Inc. 780 kc., 1 Kw. night, 5 Kw. day, unlimited.

WBNS, Inc., Columbus, Ohio. CP for new relay station. 1646, 2090 and 2830 kc., 175 watts.

SET FOR HEARING

State Broadcasting Corp., New Orleans. CP for new station. 1370 kc., 100 watts, unlimited.

Zenith Radio Corp., Chicago. CP for new television station for experimental purposes. 42000, 56000 and 60000 kc., 1000 watts unlimited.

ACTION ON EXAMINER'S REPORTS

A. Frank Katzentine, Miami Beach. Granted CP for new station. 1500 kc., 100 watts unlimited.

WCOA, Pensacola, Fla. Granted CP to make changes in equipment, move transmitter and increase power to 1 Kw.

RATIFICATIONS

General Electric Co., Belmont, Cal. Action of April 2 reconsidered and directed that application be reinstated on hearing docket. CP for relay station. 9530, 15330 kc., 20 Kw.

HEARINGS SCHEDULED

May 19: Watertown Broadcasting Corp., Watertown, N. Y. CP for new station. 1420 kc., 100 watts, 250 watts LS., unlimited.

Black River Valley Broadcasts, Inc., Watertown. CP for new station. 1420 kc., 100 watts, 250 watts LS., unlimited.

May 20: Bay County Publishers, Inc., Panama City, Fla. CP for new station. 1420 kc., 100 watts, unlimited.

Falls City Broadcasting Corp., Falls City, Neb. CP for new station. 1310 kc., 100 watts, unlimited.

Baker Hospital, Muscatine, Ia. Auth. to transmit programs to stations in Canada and Mexico.

Radio Enterprises, Lufkin, Tex. CP for new station. 1310 kc., 100 watts, daytime.

Red Lands Broadcasting Ass'n, Lufkin. CP for new station. 1310 kc., 100 watts, daytime.

May 28: L. L. Coryell & Son, Lincoln, Neb. CP for new station. 1450 kc., 250 watts, 1 Kw. LS., unlimited.

Glenn E. Webster, Decatur, Ill. CP for new station. 1290 kc., 250 watts, daytime.

EXAMINER'S RECOMMENDATIONS

Cumberland Broadcasting Co., Inc., Portland, Me. CP for new station. 1210 kc., 100 watts, unlimited, be granted.

Twin City Broadcasting Co., Inc., Lewiston, Me. CP for new station. 1210 kc., 100 watts, unlimited, be denied.

Phillip J. Wiseman, Lewiston. Recommended dismissal of application as in cases of default. 1210 kc., 100 watts, unlimited.

Cape Cod Broadcasting Co., Barnstable, Mass. CP for new station. 1210 kc., 100 watts, 250 watts LS., unlimited, be granted.

George M. Haskins, Hyannis, Mass. CP for new station. 1210 kc., 100 watts, 250 watts LS., unlimited, be denied.

Arthur E. Seagrave, Lewiston, Me. CP for new station. 1210 kc., 100 watts, 250 watts LS., unlimited, be denied.

Oak Cliff-Dallas County Broadcasting Co., Dallas. CP for new station. 1500 kc., 100 watts, daytime, be denied.

Arthur H. Croghan, Minneapolis, Minn. CP for new station. 1310 kc., 100 watts, daytime, be denied.

KARK, Little Rock, Ark. Mod. of CP. 890 kc., 1 Kw., unlimited, be granted.

WMEX, Boston. Mod. of lic. 1470 kc., 5 Kw., unlimited, be granted.

Radio Names for AFA Benefit

American Federation of Actors has obtained the following radio names to appear at its benefit performance Sunday evening. Beatrice Lillie, Bert Lahr, Mitzi Green and Ethel Waters will supplement a long list of stage and screen names that are due to appear. Show will be held at the Metropolitan Opera house.

RADIO PERSONALITIES

No. 28 in the Series of Who's Who in the Industry

RAY P. JORDAN, manager of WDBJ, Roanoke, Va., is the violinist who fiddled earnestly thirteen years ago at the air debut of the station. Born July 10, 1900, in Blountville, Tenn. Attended public schools in California, venting his energies on successive jobs—shoe-shine stands,



Fiddled while station made its debut.....

telegraph delivery, getting "Bull dog editions" on the stands in his first newspaper job. High school teaching followed his graduation from Daleville College, near Roanoke, and then book-keeping for Richardson-Wayland Electrical Corp., with evenings devoted to a correspondence course in advertising. As store manager later he interested himself in radio, and in 1929 became program director. In 1930 Ray P. Jordan, builder and first fiddler, became manager of Radio Station WDBJ.

Married in 1920, he has three children, is choir director of the First Church of the Brethren, and likes to fish. Hobby—Elephants.

KRBC, Not 7 Months Old, Lands Nine Big Accounts

Abilene, Tex. — Although KRBC will not end its first seven months on the air until April 30, staff members believe that during that period they have set some kind of a record on national and regional advertising volume for a 250-watt station in Texas.

Acceptance last week by the station's national representatives, Wilson-Robertson, of contracts from General Foods Sales Co. and Gulf Oil Corp. brings to nine the number of national and regional accounts booked for KRBC since it opened, Oct. 1, 1936.

The General Foods contract is for a Certo spot campaign. The Gulf schedule is for "Around the World with Max Bentley," 15 minutes twice weekly for 20 weeks. Bentley, well known Texas newspaperman, will round out five days of newscasts weekly with West Texas Gulf dealers underwriting the remaining three days.

Other national and regional accounts handled by KRBC; Magnolia Petroleum Co. broadcasts of high school championship football games; "Hope Alden's Romance" (Taystee Bread), 15 minutes five days a week, 52 weeks; T. & P. Coal & Oil Co. spots; Crystal White soap, ten spots weekly, six weeks; Rubinoff's "Musical Moments," twice weekly; H. & H. Coffee Co. of Texas, four spots, six days a week, 52 weeks; B. F. Goodrich Rubber Co., thirteen 15-minute programs.

KRBC operates on 250 watts daytime, 100 watts night. It covers the heart of West Texas.

WWL Announcer's School

New Orleans — An announcer's school of the air is WWL's method here of developing announcers to sit in as relief men during vacation periods. Applicants who want to get on the air as announcers will be given an opportunity over a series of periods, especially put on for that purpose, starting Saturday morning.

San Francisco

ELMMA LATTA HACKETT, home economist of KSFO, San Francisco, fits in the "Western Home" program emanating from L. A. by remote control. Vacationing in L. A., she shocked emcee Tom Breneman by walking in the southern studio on cue—in the flesh! She returns Monday.

Walter Smith, songwriter, plans an all-girl orchestra for a tour.

KYA installing lines to the Alcazar Theater to air Federal Theater broadcasts.

Ken Stuart and Don Wiley were at the mikes for the arrival of "Flight 100" by the clipper ships at Alameda airport yesterday, heard over KJBS here and KQW, San Jose. They also aired departure of the first airmail and express to China.

Walter Rudolph, KYA musical director, celebrated his 20th wedding anniversary a few days ago.

Six stations of the California Radio System will air the concert of the Stockton Symphony Orchestra on Monday evening, with Standard Oil of Cal. sponsoring.

Golden Gloves on NBC, Mutual

International Golden Gloves bouts between the Golden Gloves champs of America and a picked team from Europe on May 28 in Chicago will be broadcast by NBC and Mutual.



RADIO DAILY



★ ★ Little Talks on Big Subjects ★ ★

Suppose you have a proposition that's good . . . you KNOW it is good and you KNOW you could SELL it if you could reach the man you KNOW would be interested . . . Suppose you could get those interested prospects under ONE roof for a few minutes every day for a week . . . Don't you think you would HIT the Bull's eye . . . That's the advertising opportunity offered in RADIO DAILY . . . To reach YOUR man EVERY day.

PRESS-RADIO BUREAU IS RENEWED FOR YEAR

(Continued from Page 1)

past has always put radio on the "pan" as an advertising medium did not mention radio except for some factual billing figures.

Radio will be discussed today, however. What the subjects will be is uncertain. The Wheeler Bill, which intends to bar newspapers from owning radio stations, is one of the topics slated for an "airing."

Radio committee report follows:

When the average man speaks of radio he usually thinks in terms of signals which come over the regular broadcast band, but in reality this phase of radio represents less than 2% of the spectrum which is now available for broadcasting purposes. A number of years ago the Government set aside the bands from 500 to 1500 kilocycles for general broadcast purposes. This has not been changed because if it were changed, present receiving sets would immediately become obsolete. What is taking place in the radio spectrum outside of the regular broadcast band offers material for the serious contemplation of every publisher.

In order to simplify the picture of radio in its relation to the Press, it is necessary to keep in mind that radio is a medium of communication which may reach from point to point or from one country to another, by directional antenna or by spreading the signals in all directions. Short wave broadcasting is distance broadcasting, and it may be carried on by means of any or all of the three methods which have been mentioned. Television, facsimile printing and teletype printers, telephones by radio may be operated on any of the bands, but for practical purposes short wave facilities are used for these methods of communication. The Federal Communications Commission is now reallocating and redividing the radio spectrum so that it may be used to the best advantage, in the Commission's opinion, for both private and Governmental agencies in the United States.

The division of the entire radio spectrum for the use of all of the countries of the world will be the subject of a World Conference to be held at Cairo, Egypt, in 1938. Preliminary to the World Conference, the countries of North America will hold a conference in Havana, Cuba, in November of this year to reallocate and divide the radio spectrum for the use of the countries in the North American continent. The Government of the United States will be one of the participants in these conferences.

The present situation may be summarized as follows:

(a) The representatives of the party in power in one nation may speak to the people of that nation through the regular broadcast band, or through short wave stations they may speak directly to the people of other nations without going through the regular diplomatic channels. These methods create certain news values which have not existed previously, and which the press cannot ignore.

(b) Newspaper and Press Association news may be transmitted by means of short wave from one country to another or from point to point in the same country.

(c) The process of transmitting pictures by radio from one country to another country or from point to point in the same country is practical.

(d) Radio transmission is cheaper and faster than wire or cable.

(e) In the use of these various facilities, the press of the world must find some means of protecting itself against the theft of the news which it has gathered.

(f) Short wave broadcasting has made possible the establishment of foreign political propaganda broadcasting stations in many of the important countries of the world. These broadcasts are available in various languages, and by the very nature of their political character frequently not only are in direct contradiction to regular Press Association reports but contrary to the facts.

(g) There is a bill pending in the House of Representatives authorizing our Government to build a powerful short wave broadcasting station which will be capable of

ANPA Sees Television Financing Problem

ON the subject of television, the annual report of the American Newspaper Publishers Ass'n has this to say:

During the past year considerable progress has been made in refining the process of television and facsimile printing, but as yet no way has been found to finance their operations for general broadcasting purposes. The invention of the Coaxial Cable, which in truth may be called piped radio, will add greatly to the practical operation of television and its affiliates. It will provide added facilities for more flexible communications through a combination of wire and radio principles. Facsimile printing is making rapid progress toward the practical transmission of pictures by means of radio in point to point transmission, quotations on stocks and bonds and other reports which will tend to speed up the methods of transmission now in general use.

broadcasting a Governmental news service not only to all foreign countries but also to all parts of our own country.

Foreign News Propaganda

Many foreign countries, recognizing the possibilities offered by short wave, have built powerful broadcasting stations with directional antennas pointed toward North and South America so that they may be able to pour their political propaganda programs into the Americas. These stations are now so powerful and so well equipped that it is possible to receive these short wave broadcasts in the Americas in the English and Spanish languages with almost the same clarity as the broadcasts of many stations of our own in the regular broadcast band. Some European countries have blotted out foreign propaganda by setting up an interference on the same wave length on their own holders. Another method used by some European countries is to make it a penal offense for any citizen to own a set capable of receiving a foreign broadcast. Neither of these methods would be practicable and possible in the United States.

The Committee believes that if a time could be set aside for the broadcasting of regular Press-Radio Bureau reports generally in the United States this practice would offset to some extent the possible influence of foreign propaganda. By this method we would meet propaganda with accurate Press Association news and the world would then be in a position to judge between the merits of the two services. It must be remembered that our Press Associations are the only news gathering agencies in the world which are not subject to control, either direct or indirect, or recipients of support, financial or otherwise from government.

Unless some action is taken by the Press of the United States to offset this governmentally engineered propaganda in the form of foreign news broadcasts it eventually will become a serious problem not only for the Press but also for our own Government.

Property Rights in News

From time to time your Radio Committee has advocated that publishers and Press Associations take precautions to protect their property rights in the news which they have gathered. The Supreme Court on various occasions has handed down decisions which leave no doubt that newspapers and Press Associations have a property right in the news which they have gathered.

We should not tolerate a situation in which there is a general pilfering of our news. The proprietary rights in our own news are our stock in trade. We again appeal to publishers to give serious thought to this subject, because the entrance of radio into the field of general communications has opened a medium which encourages the pilfering of news.

While a very large part of our news to and from foreign countries, and some of it from point to point in this country, is handled by means of short wave radio, experiments are being carried on now to develop sending and receiving machines which eventually may provide secrecy in the transmission of our own news.

On the point of the broadcasting of news on the regular broadcast band, publishers and Press Associations have followed up these

The facsimile printing machine is now capable of transmitting a stock exchange report in picture at the rate of one inch a minute across a sheet about five inches wide. A number of manufacturers, both domestic and foreign, are experimenting with the development of facsimile printing for point to point transmission by means of short wave radio.

It would seem that this development is of more than ordinary interest to newspapers, as it has the potential advantage of speeding up news and pictures for utilization of the Press generally.

As yet there is no indication that either television or facsimile printing offers any challenge to the superior advantage of the printed word.

violations through court action until broadcasters are now more generally recognizing property rights.

Publishers should investigate their news departments to see if their news is being used for sale to advertisers for broadcast purposes in unfair competition with newspapers.

Again we want to state that newspapers and Press Associations have no monopoly on the business of gathering news. They have no control over any news which they have not gathered.

Neither Mexico nor Canada has laws protecting property rights in the news which the newspapers and the Press Associations have gathered, and most of the foreign nations have made no provision to protect the property rights in news. The Publishers Associations in Great Britain have started a movement to have laws passed by the various governments which will grant to newspapers and Press Associations the same property rights that now exist in the United States.

Our press relations with Mexico need some attention because our Press Associations lose their property rights when they cross the border. Under the present arrangement, Mexican radio stations are taking the news out of Mexican newspapers and broadcasting it back to the United States, to the detriment of our newspapers. This should be remedied. This question could probably be considered at the forthcoming regional radio conference which will convene in Havana next November, and where both the United States and Mexico are expected to be represented.

Press-Radio Bureau

The Press-Radio Bureau has performed a most valuable service during the last year in furnishing to the general public news bulletins of transcendent importance by means of radio. The only drawback to the further extension of the work of the Bureau is the fact that radio station owners generally are loath to give up valuable advertising revenue time for the broadcasting of news as a public service, from which they derive no revenue. Thus the regular daily reports, which are the real backbone of this service, are not broadcast in such a way as to give the public the full benefit of the service.

The Press-Radio Bureau is now furnishing to the broadcasters news bulletins which are taken from the regular reports of Associated Press, United Press and the International and Universal News Service. This news is offered to all radio stations as a public service and must be given to the public without advertising exploitation.

This is a public service, the value of which cannot be estimated.

Since the cream of all of the news of the Press Associations is made available to the Bureau without cost, this action certainly warrants cooperation on the part of radio stations in giving the public the advantages of this service.

Congress has delegated to the FCC authority to regulate radio broadcasting in the public interest, convenience and necessity, and your Committee believes that it would be in the public interest, convenience and necessity if the Commission designated an appropriate time each day for radio stations to broadcast newspaper and Press Association news

PUBLISHERS ADOPT FRIENDLY ATTITUDE

reports as furnished by the Press-Radio Bureau without exploitation by the advertisers. National Broadcasting Co. and the Columbia Broadcasting System have underwritten each year the entire cost of the operation of the Press-Radio Bureau. Only a few of the independent radio stations have paid any part of the cost of the Bureau's operation.

Both National Broadcasting Co. and the Columbia Broadcasting System have asked that Press-Radio be continued and have agreed to underwrite the cost of its operation for another year.

Press Wireless

The Committee has asked "Press Wireless, Inc.," owned wholly by a few newspapers, to make a statement as to its present activities. The Committee believes the time has come in the transmission of news and pictures by radio when the activities of this company should be generally known to publishers.

Marconi Sketch on NBC

Life story of Guglielmo Marconi will be dramatized on NBC-Red network Saturday at 11:30-12 midnight, eve of the inventor's birthday. Material for the dramatization will be taken from "Marconi the Man," new biography by Orrin E. Dunlap, Jr. Dramatization will be made by James Costello, NBC script department.

Suit Against RCA Dismissed

Federal Judge John W. Clancy yesterday dismissed the suit of John J. Aurynger against RCA charging infringement of patents on a variable condenser used in radio receiving sets. Court held that because of the difference in mechanical construction between the RCA and the Aurynger condenser, there was no infringement.

New Virginia Verrill Series

Virginia Verrill, CBS vocal star, who recently flew to Hollywood for film commitments, begins a new weekly series from the coast over Columbia network on Sunday, 10:30-10:45 p.m., EDT. She will be accompanied by the Singing Strings Orchestra.

New CBS Children's Series

"Funny Things," a new series for children, starts Monday at 5:45-6 p.m. on CBS as a Monday, Wednesday and Friday feature. An orchestra named "Tune Tumblers" will be on the program.

CINCINNATITEMS

Paul Sullivan, commentator, changes sponsors May 1, when he starts selling North American Insurance.

Sudden death of "Froggy" Moore, who seemed in good health at his last Thursday program, was a shock to local radio row.

Illiana, Russian singer, recently heard on the Hammerstein program, helped inaugurate the new WLW hookup.

Johnny Lewis, young maestro whose engagement in Rochester, N. Y., runs until late in May, is being sought by a Sunday night sponsor. If Lewis accepts, he'll air from here.



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 53

NEW YORK, N. Y., FRIDAY, APRIL 23, 1937

FIVE CENTS

ANPA Avoids Radio Talk

TOBACCO MAY LEAD CBS SECOND QUARTER

Heading into the second quarter of 1937, CBS for the first time in network history has over 6½ hours weekly time sold to tobacco products advertisers, all using a minimum of 50 outlets with the maximum ranging to 92 stations. Altho the recent first quarter biz listed in these columns showed CBS having soap and soap products with the largest increase over the first quarter in 1936, actual appropriations were less than half the sum spent for cigars, cigarettes, etc.

Breakdown of tobacco products accounts now on CBS gives Chesterfields 2½ hours; Lucky Strikes, 2 hours (includes 45 minutes Saturday night and Edwin C. Hill daytime show Monday thru Friday quarter-hours); Camels, 1 hour; Phillip Morris (Continued on Page 3)

KTUL Gross Business Jumps to All-Time High

Tulsa, Okla.—KTUL, CBS outlet, set new all-time high for gross volume in March with two other new all-time marks in number of national and local accounts on the air in one month. Hike was a little above 200 per cent over the preceding year. William C. Gillespie is general manager, and Lawson Taylor, sales-manager.

Gen'l Foods Plugging 2 Additional Products

General Foods, in addition to plugging Jell-O on the Jack Benny program on the NBC-Red network, has added Jell-O ice cream powder commercials for the summer months.

Dialers to Rescue

Charlotte — WSOC had antenna trouble the other day, and was unable to recruit an announcer to climb the tower and make the needed repairs.

An S.O.S. was broadcast by Paul Norris, the station's program director, and in less than five minutes six persons, including a woman, applied for the pole climbing job.

CBS to Salute 2

CBS on May 2 will salute its two new affiliates, WCOB, Meridian, Miss., and WGBI, Scranton, which join the network on that date. WCOB salute will be broadcast at 5-5:30 p.m. with the "Sunday Afternoon Party" program and WGBI will be saluted by Lennie Hayton's orchestra at 11:05-11:30 p.m.

VAN CRONKHITE SIGNS WJBK ON NEWS SERVICE

Detroit—WJBK this week signed with Van Cronkhite Associates Inc. for firm's news counselling service. John Van Cronkhite was in Detroit from Chicago to complete deal which puts his firm in charge of both microphone presentation and the sale of news.

WJBK has established reputation as news station, its 12 news programs daily—every hour on the hour—being one of Detroit's radio features.

While in Detroit, Van Cronkhite (Continued on Page 6)

Big Summer Schedule On WHAS, Louisville

Louisville—The summer schedule just completed on WHAS, lists 67 weekly programs designed especially to sell drug sundries and 72 weekly programs centered around the purchase of grocery items, plus the baseball games of the Louisville Colonels, sponsored by General Mills' Wheaties. Commercial programs on WHAS have practically reached the point of saturation.

Year's Exports of Radio Sets Establishes All-Time Record

Speakers Assigned For AAAA Annual Meet

Raymond Moley, Henry Luce, John Anderson of the New York Evening Journal and Paul Cornell will speak at the Friday morning session for members and guests at the Annual (Continued on Page 5)

Convention of Newspaper Publishers Sidesteps Usual Discussion of Broadcasting Situation

FOUR-DAY CELEBRATION FOR NEW KEHE STUDIOS

West Coast Bureau, RADIO DAILY

Los Angeles—California Radio System all set for the opening of its new KEHE studios with a four-day celebration starting Monday with a closed affair, for CRS officials and KEHE staff, followed by banquet. First broadcast will be Tuesday when press invited to see building, watch initiation of new auditorium studios. Wednesday night clients will be guests at studio theater program, and Thursday night executives of other stations will watch dedication of studios to public service.

Morgan, Walls & Clements designed the studios. Robert E. Millsap was general contractor; English Electric Company, electrical work; C. M. Mugler, acoustical engineer and (Continued on Page 3)

Sealtest Saturday Show Will Switch to Sunday

Sealtest System Laboratories Inc., sponsors of the Saturday Night Party, currently heard over the NBC-Red network from 8-9 p.m., will switch the show to Sundays 10-11 p.m. over the same web either May 16 or 23. Definite date of switch will be announced as soon as stations have been cleared. At present network consists of 37 stations. However, (Continued on Page 3)

For unexplained reasons, but possibly because a vast number of newspapers are now interested in radio stations, the American Newspaper Publisher's Ass'n convention yesterday accepted the report of its Radio Committee without a single question from the floor. The report was published in full in yesterday's RADIO DAILY.

Asked by RADIO DAILY why no discussion resulted following the reading of the report, E. H. Harris, chairman of the radio committee, said he could give no explanation except that the ANPA members apparently approved the report 100 per cent. In past years radio has always been a lively topic of the publishers' convention. Meetings will conclude today.

WHN ENGINEER STAFF DEMANDS 40-HR. WEEK

Following a four-hour secret meeting in the Hotel Claridge yesterday, 18 operating engineers of WHN voted in a body in favor of affiliation with John L. Lewis' Committee for Industrial Organization. Engineers will (Continued on Page 5)

New Studios, Antenna Are Planned by KIEV

West Coast Bureau, RADIO DAILY
Los Angeles—KIEV, Glendale, yesterday announced plans to build new studios and erect a new 290-foot ver- (Continued on Page 5)

Airing from Air

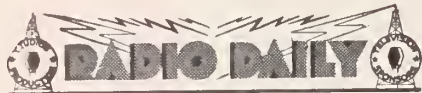
Portland, Ore.—With assistance of United Air Lines, NBC will inaugurate some novel broadcasts made from transport planes in flight over Mt. Rainier and other peaks.

First program is scheduled for Sunday at 11-11:30 a.m., and others on successive Sundays through May 30. KEX will be the local outlet.

Washington Bureau, RADIO DAILY

Washington—New high in export records for radio receiving sets and tubes, for the past year with a total dollar value of \$19,555,000, was reported yesterday by the Foreign Commerce Department of the United States Chamber of Commerce.

Exports of receiving sets num- (Continued on Page 5)



Vol. 1, No. 53 Fri., Apr. 23, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk and Verne Bailey, 6425 Hollywood Blvd. Phone Granite 6607. Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

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FINANCIAL

(Thursday, Apr. 22)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	169 ⁷ / ₈	168 ¹ / ₈	168 ¹ / ₈	— 7 ⁷ / ₈
Crosley Radio	22 ¹ / ₂	22 ¹ / ₄	22 ¹ / ₄	— 3 ³ / ₈
Gen. Electric	56 ³ / ₄	55 ⁵ / ₈	55 ¹ / ₂	— 1
North American	26 ⁷ / ₈	26	26	— 7 ⁷ / ₈
RCA Common	10 ³ / ₄	10 ¹ / ₈	10 ³ / ₈	— 1 ⁷ / ₈
RCA First Pfd.	73	72 ¹ / ₄	72 ¹ / ₄	— 1 ¹ / ₄
RCA \$5 Pfd. B	(98 Bid)			
Stewart Warner	20 ³ / ₄	20	20	— 3 ³ / ₈
Zenith Radio	38	37 ¹ / ₄	37 ¹ / ₄	— 1 ¹ / ₂

NEW YORK CURB EXCHANGE

	Bid	Asked
Hazeltine Corp.	16	16
Majestic	4 ¹ / ₈	4
Nat. Union Radio	2 ⁵ / ₈	2 ⁵ / ₈

OVER THE COUNTER

	Bid	Asked
CBS A	54 ¹ / ₂	56 ¹ / ₂
CBS B	54 ¹ / ₄	56 ¹ / ₄
Stromberg Carlson	15 ¹ / ₈	16 ¹ / ₈

2 Armstrong Shows from Chi

Chicago — The Fleischmann-Louis Armstrong program on the NBC-Blue network, Fridays, 9-9:30 p.m., will originate from here on May 7 and 14. Local guest stars will be recruited to supplement Gee Gee James, Eddie Green and the band.

NAB Tribute to Gedge

Washington Bureau, RADIO DAILY
Washington — NAB, in NAB Reports, official publication, yesterday paid high tribute to W. Wright Gedge, director since 1935, who passed away Monday.

Changes at KRKO

Bellingham, Wash. — David Wells has been named sales manager at KRKO, succeeding R. E. Barringer, who resigned to become manager of KROY, Sacramento, Cal.

MARTIN BLOCK'S "MAKE-BELIEVE BALLROOM"

A WNEW FEATURE
1250 Kc.

10 to 11 A.M. - - - 5:30 to 7 P.M.

Western Union Program Signed by WHAS

Louisville — Western Union has been signed for its first radio program by WHAS here. Series, titled "Yellow Blank Salute", is a 2 p.m. Monday through Friday, built on the theme "something old, something new; something borrowed, something blue". Staff organists and a staff violinist comprise the talent.

V. K. Zworykin Speaks On Television Status

Motion picture engineers and others, the former group comprising members of the S.M.P.E., got the lowdown on television, past and present status, from V. K. Zworykin, head of the electronic research division of RCA, in a lecture at the RCA sales department offices on Fifth avenue, Tuesday night. Zworykin, in reviewing tele progress, stated that the form of entertainment being developed would supplement but not supplant current amusements.

Status of tele today was illustrated with movie slides, while charts further indicated the specifications recommended by the Radio Manufacturers Association which brought about the 441-line standard for televising in the U. S. Considerable additional technical angles were explained and discussed by Dr. Zworykin.

Lowell Thomas to Head N. Y. Advertising Club

Lowell Thomas will be the next president of the New York Advertising Club. Announcement to that effect was made at the club's weekly luncheon yesterday by the current prexy, H. B. LeQuatte.

Gilmore Circus Revised

West Coast Bureau, RADIO DAILY

Los Angeles — Gilmore Oil Co.'s Circus (NBC Pacific Coast red) starts Saturday with an almost entirely new talent lineup, and goes under general production supervision of NBC Artist Bureau, with Joe Thompson assigned to the job. Cliff Clark, the original barker, and long a Gilmore man in exploitation stunts, takes over production details. Felix Mills band is to stay. Cliff Arguette (the Grampa Sneed of the Astaire show) will do his Aunt Addie stunt; Clifton Nazarro, first of the double-talkers on the air; Paul Taylor Chorus, blackface team of Harrison & Elmo, signed as permanent talent. Raymond R. Morgan Co. is agency.

New WCAE Programs

Pittsburgh — "Lorenzo Jones", new comedy sketch, makes its debut Monday at 4 on WCAE. "Rhyme-aline", new commercial series, starts the same day.

Gordon Graham Announcing

Gordon Graham, formerly vocalist with the "Funnyboners", is now a CBS announcer.

Coast Potpourri Show Goes on Mutual Web

Homer Canfield, radio editor and owner of radio page syndicate service for Southern California dailies, went on the air Tuesday night in an unannounced start of a new transcontinental series for Mutual, out of Don Lee's KHJ. His new type of program boils a lot in 15 minutes, gives three minutes of flash, bing bing news of radio fan chatter; switches to an air check record to show listeners what goes on behind the scenes putting a show on the air. Started with a sequence of five scenes made at the Gillette show, from script pow vows to dress rehearsal. Next Tuesday he'll use Ken Murray show.

WWJ Heavy on Sports

Detroit — WWJ, the Detroit News station, is giving listeners a very ample quota of sports material. Ty Tyson, famous sports announcer, is broadcasting, as he has done for a dozen years, every game of the Detroit Tigers (for Socony-Vacuum Oil and General Mills). In addition, Ty goes on the air every morning (for Nome Appliance and Davidson Bros.) with a preview of the day's baseball situation, and, in the evening, comes back (for Minit-Rub) with analysis of the day's results. To broaden the picture, Bill Kennedy of WWJ presents every week-day evening (for Twenty Grand Cigarettes) a review of all current sports events, and, on each Sunday evening (for Girard Cigars) he interviews an outstanding sports personality.

Increase for Revelers

Richardson & Robbins Co. (canned chicken), now sponsoring the Revelers quartet locally over WJZ Monday, Wednesday and Friday, 6:35-6:45 p.m., will shift the program to a 15-minute period Sunday upon completion of its present contract. Sponsor will also increase the network at same time. Charles W. Hoyt Co. has the account.

Radcliffe Hall at WGY

Schenectady, N. Y. — Radcliffe Hall has joined the production and announcer staff of WGY. Until recently with Buffalo Broadcasting Co., Hall has had four years of stage experience and one year of radio.

Leo Sava
TONIGHT'S BEST BET:
8 to 9 p.m.
WHN MOVIE CLUB with
George Nobbs and Radie Harris
WHN DIAL 1010
AFFILIATED with M-G-M & LOEW'S

COMING and GOING

PERRY DEUTSCH, president of World Broadcasting System, left New York for the coast yesterday.

ARTHUR NIEMANN of the Sound Apparatus Co. has left for a short trip to Nashville and is expected back in New York the early part of next week.

JIMMY BEGLEY, production head of KYW, Philadelphia, is in New York for a week.

H. R. McLAUGHLIN and MRS. McLAUGHLIN of Winnipeg are visiting in Los Angeles. He is in charge of radio for James Richardson & Son, Ltd., operators of three large Canadian stations, and is a member of the board of directors on Canada Radio Corp. and All-Canada Broadcasting.

CARLTON E. MORSE of "One Man's Family", leaves on the 28th for a twelve-day air voyage to Hongkong and returning on the China Clipper.

PHIL REGAN returns from Chicago to appear on the Ed Wynn show May 1. He is playing the Palace theater there.

BERNICE CLAIRE will leave for St. Louis in June to appear at the Municipal Opera Season there.

BILL MORROW and ED BELOIN, Jack Benny's script writers, will embark for a trip abroad in July.

STANLEY MacALLISTER, CBS construction chief, is in Los Angeles looking over the site for the new West Coast studios.

TOM FIZDALE, Chicago radio publicist, will be in New York on Saturday.

DEMA HARSHBARGER, in charge of NBC Artists Service, Hollywood, and JACK VOTION of the same office, are in New York for a brief stay. Miss Harshbarger is here to interview NBC artists with film possibilities.

AL DONAHUE returns from Bermuda on May 16 and will open at Rainbow Room on June 2.

GERTRUDE BERG will return to Hollywood Sunday after spending one week here. Will begin work on her second script immediately.

HERMAN BESS, WNEW vice-president in charge of sales, planes to Chicago today on business. Will also visit Minneapolis before returning to New York next week.

BLEVINS DAVIS, special NBC commentator for the coronation, sails on the Ile de France tomorrow.

East Loses "Singtime"

Ed Lowry's "Singtime" program originating on the coast will not be heard east of Chicago for the next several weeks due to daylight saving time schedule which gives preference to commercial commitments. Mutual, however, will continue to air the one-hour sustaining to the midwest. Show is commercial locally on the coast.

Sales! Sales! Sales!

It's the sales that count.

Never mind how many listeners you have who just "love" your news programs.

Are your news programs SOLD?

If not, then you better contact us immediately.

"RADIO'S ONLY NEWS COUNSELLORS"

VanCronkhite Associates, Inc.

360 NORTH MICHIGAN AVE.

CHICAGO

State 6088

NEW BUSINESS

Signed by Stations

WNBH, New Bedford

Bettencourt Furniture Co., Fuller & Barker (paints) and Allenbury's, all participating in Radio News; New Bedford Wallpaper Co., 3 spots weekly, 52 weeks; Bertiume Studio, 3 spots weekly, 52 weeks; Giusti Baking Co., 18 spots weekly, 52 weeks; Hersom, garden supplies, 6 spots weekly, 13 weeks; French Radio News, four 15-min. periods weekly, 52 weeks; B. & M. Beans, 52 one-min. disks, through James F. Fay Agency; Portuguese Radio News, two 15-min. periods weekly, 52 weeks; Brody Furniture, 3 spots weekly, 52 weeks; Edda's Hat Shop, 2 spots weekly, 13 weeks; Salvador Dairy, 250 spots in 52 weeks; Alice Hat Shop, 250 spots in 52 weeks; People's Shoe Store, 5 spots weekly for 52 weeks; Frates Dairy, 250 spots in 52 weeks; Crescent Park, three 30-word spots, through George R. Bixby agency; Weetabix, 14 50-word spots, through Fay Agency.

St. Louis

KMOX: Vitamax Mills, "Livestock Market Reports", 6 days weekly, 52 weeks; International Shoe Co., "Court of Human Relations", 15-min. Sundays, 13 weeks; Norge Corp., "All Star Revue", twice weekly, 52 weeks; Hyde Park Breweries, "Dugout Dope", five days weekly, 26 weeks, through Ruthrauff & Ryan; Dairy Commission, "It Can't Happen Here", thrice weekly, 13 weeks, through Chappello Adv'g Co.; Mid-Continent Petroleum, "Diamond DX Revue", twice weekly, 13 weeks, through R. J. Potts, Kansas City; Skelgas Co., 100-word spots, five times weekly, 13 weeks, through Ferry-Hanly Co., Kansas City.

KWK: Carson Furniture Co., home interviews conducted by John Neblitt, daily half-hour.

WIP, Philadelphia

Hecker H-O Co., cereal, 5 spots weekly, through Erwin, Wasey & Co.; Felix Spatola & Sons (meat sauce), full participation in Homemakers' Club, through Jerome B. Gray & Co.; Premier Vacuum Cleaner Co., 7 spots weekly for month; American Writing Machine Co., full participation in Eight Bells program, through J. M. Korn Co., Inc.; Libby Shoes, 9 spots weekly, through Philip Klein, Inc.; Hap's Ice Cream, 7 spots weekly, through Courtland D. Ferguson, Inc.

WMAZ, Macon, Ga.

New CBS network programs: Edwin C. Hill for Lucky Strikes, Ford Sunday Evening Hour starting May 2 and Ford's "Watch the Fun Go By" starting May 4, Lily Pons-Chesterfield show starting May 5, Sports resume daily for Granger and Chesterfield.

Locals: Sparks Motor Co., Riverside Ice & Coal, Clark Memorials, Maxwell Bros. Furniture (Norge), Burghard-Connally (morticians), Dixie



"NBC MINSTRELS"

Sustaining

NBC-Blue network, Wednesdays, 10:30-11p.m.

GOOD VOICES AND AMIABLE COMEDY IN NICELY PACED ROUTINE.

Piloted by Gene Arnold, who is very handy at this sort of thing, the new NBC Minstrels bowed in Wednesday night with pleasing results patterned after the long-run Sinclair Minstrels, though minus some of the individually distinctive performers that graced the former show, the new aggregation is pretty well supplied with supporting talent in the persons of Bill Thompson, Vance McCune, Clark Dennis, Harold Peary, Shorty Carson, Edward Davies and others, with Al Short

directing the orchestra and vocal ensemble.

Initial program opened with "Swanee," and song specialties included "Women," by Peary; "September in the Rain," by Dennis, a very good tenor; "I'm a Jonah Man," comedy number well handled by McCune, and "Gwine to Heaven," delivered in a pleasing baritone by Davies. McCune and Carson did okay as the end men.

Comedy was of familiar minstrel type. As in the case of the Sinclair show, listeners are invited to send in jokes as well as to submit votes for the city to be saluted each week, the selections to be made on the basis of the most ballots in proportion to the town's population.

Tobacco Biz May Lead CBS Second Quarter

(Continued from Page 1)

ris, half-hour and U. S. Tobacco half hour. No spot accounts or split networks are included in the six and one-half hours. Renewal of Granger Tobacco with Alex Woolcott will maintain an actual 7 hours in the second quarter, on a big network basis.

Figures released by advertising report at American Newspaper Publishers Association reveals \$24,139,171 spent for advertising in 1936 by tobacco firms, of which \$3,568,043 went to radio network advertising and \$384,848 to spot broadcasting.

CBS first quarter this year totaled \$960,754 from tobacco accounts. These figures did not include the new biz of Chesterfield's 10 minute sport shots across the board nor Edwin C. Hill's daytime periods.

Dairies, Juliette Milling Co., SSS Co., Carlton Stevens.

WNEW, New York

Coleman-Halloran, Inc. have renewed their time over WNEW for 13 weeks beginning May 1. Sponsor is heard Saturdays, 5:45-6 p.m. and Sundays, 11:30-11:45 a.m. Both programs are musicals.

KCKN, Kansas City, Kan.

J. W. Jenkins Music Co., six quarter hours weekly; Train Poultry Farm, Independence, Mo., three 15-minute shows weekly; Roney Monument Co., "Crossroads of History", 15-minute weekly.

WRJN, Racine

Grant Furniture Co., "Number, Please", 15-min. Tuesdays and Fridays.

WHBL, Sheboygan

Central Laundry Co., daily 5-min. sports by Jack Foster.

Four-Day Celebration For New KEHE Studios

(Continued from Page 1)

Ralph Phillips, consulting air conditioning engineer. Seymour Thomas was landscape architect. New transmitter is a 5,000-watt RCA high fidelity.

Execs credited with responsibility of the new studios are Ford Billings, West Coast manager Hearst Radio and station manager KEHE; Clarence B. Juneau, assistant station manager; Arthur E. McDonald, commercial sales manager; Mayfield Kaylor, program director; Ray Appleby, production manager; Fred Ragsdale, chief engineer and Howard Gambrill, director program traffic.

Seatest Saturday Show Will Switch to Sunday

(Continued from Page 1)

there is a possibility that this number will be increased when new series begins. Program will drop its present tag and will be identified with new title as yet undecided. Talent will remain the same. James Melton emcees show which includes Tom Howard and George Shelton, comedians, Robert Dolan's orchestra, Donald Dickson and the New Yorkers. Guest stars are also employed on each broadcast. National Ice Advertising, Inc., now sponsoring Gladys Swarthout over NBC-red net from 10-10:30 p.m. Sundays, fades from the air after May 9 broadcast. J. Walter Thompson has the account.

LOUIS ARMSTRONG

AND HIS ORCHESTRA

Fleischmann's Yeast, Fridays,

NBC Blue, 9 P. M.

At Paramount, New York

JOE GLASER, PERSONAL MANAGER

ROCKWELL-O'KEEFE, INC.

PROGRAM

★ IDEAS ★

What Local Stations Are Doing

"March of Youth" on WWJ

Following out its policy of furthering education, WWJ, the Detroit News station, is furnishing the schools of Detroit with an opportunity to express themselves over the air. Each Saturday noon the "March of Youth" is broadcast from the commodious auditorium studio of WWJ. All the talent on this show is recruited from the Detroit schools, carefully rehearsed under the direction of Axel Gruenberg and Myron Golden, and presented in a varied program of music and drama. School bands, glee clubs, and soloists play and sing, youthful actors do skits and educational sequences, and even the announcers are students. A visual audience of more than 300 parents and fellow students watches the boys and girls go through their paces.

"Invisible Jury" at KTUL

KTUL, Tulsa, has started a new series of programs titled "The Invisible Jury." Two young Tulsa lawyers and an older one, usually a former judge, make up the cast. The idea is to better acquaint KTUL listeners with Oklahoma laws and straighten out questions that the listeners might be in doubt about. The young lawyers take the different sides of the case and plead them while the older one acts as judge and makes the decision. The program, brain-child of continuity chief Charles Bush, Jr., is getting favorable response from the listening audience.

Railroad Travelogue

New series of 15-minute programs over KLZ, Denver, is "Roamin' Through the Rockies", sponsored by the Denver & Rio Grande Western Railroad. The program tours the scenic spots along the road via radio, with Matthew McEniry, station announcer, acting as conductor. Captain Ozie and his Colorado Rangers provide the music and vocalization.

THE SONGBIRD OF THE SOUTH

★ ★ ★ ★

KATE SMITH

A & P BANDWAGON

THURSDAYS

CBS NETWORK 8-9 P.M., E.S.T.

EXCL. MANAGEMENT TED COLLINS



VIRGINIA CLARK and James O. Bengston, local manufacturer, are to be married tomorrow at the Fourth Presbyterian Church. The title role player in CBS "Romance of Helen Trent," in company with Kathryn Campbell of "Bachelor's Children" and Frank Rand, CBS publicity chief, went to Benton Harbor, Mich., this week to judge the Blossom Queen contest.

Alexander Woolcott broadcast from Chicago CBS studios on Wednesday. His only request: A glass of water.

Kathryn Witwer, WGN soprano, summoned to Emporia, Kansas Wednesday to pinch sing for Mme. Goeta Ljunberg who is ill, in two concerts. Bernece Taylor took over Miss Witwer's broadcasts in Chicago.

Bill Murphy is new assistant continuity editor at NBC. Murphy has been writing "Flying Time," and "Young Hickory." He will continue to do the latter. Other show is folding.

Verne Smith has replaced Les Tremayne in the leading part of "Hope Alden's Romance" (Blackett-Sample-Hummert for Purity Bakeries). Smith was formerly in "Jack Armstrong." Tremayne takes the lead in Campana's "First Nighter" when it comes back to Chicago, replacing Don Ameche.

Smilin' Ed McConnell, radio's fattest man who sprawled to the floor recently while on the air when his chair collapsed, has found a reducing formula by which he is dropping about three quarters of a pound a day.

Joan Kay, for five years a torch singer at WJJD, has been signed by Joe Sanders, now playing at the Blackhawk restaurant. Miss Kay replaces Barbara Parks who has a new job in New York.

C. L. Menser, NBC dramatic chief, flew Col. Roscoe Turner to Culver, Ind., the other day with Menser at the stick and in Menser's plane. Sid Strotz, NBC program chief, had argued that Turner would never do it. Turner, who has been working in "Flying Time," NBC aviation serial, will probably return to the west coast May 1. Unless "Flying Time" is sold this week it will fold April 26.

BIRTHDAYS

1	9	3	7
SUN	MON	TUE	WED
4	5	6	7
10	11	12	13
17	18	19	20
24	25	26	27
31	28	29	30

April 23

Greetings from Radio Daily to

Edwin C. Hill
Gwenn Jones
Charles Premmac

April 25

Guglielmo Marconi
Joseph Bell



● ● ● Spalding sporting goods are setting a half-hour show which will probably have George Raft in the lead....As reported here more than three weeks ago, Bob Hope starts on the Woodbury show May 9 with scripts by Al Lewis and Hank Garson....Bill Melia, "King of the Nite Club Announcers" via WMCA for many years, is now with Joe Israels' press agenting firm....Has it been printed that Aaron Steiner (manager of Phil Dusey, Edwin C. Hill and Willie Morris) was married and is spending his honeymoon in Colorado?...George Simon, prexy of Lincoln Music, is going around asking the "boys" to present him with an "extra plug" because Mrs. Simon presented him with a girl....WMCA has added another house band...Lou Raderman has been made "house head" at Brunswick....Rodney McLennon closes at the Biltmore tonite and is scheduled for a picture deal....Andre Kostelanetz will miss one show while doing a picture.

● ● ● The NBC Photographic Exhibit in the RCA building is drawing a consistent patronage of folks interested in unusual portraits and candid camera shots....There are more than 181 exhibits and one that causes a great deal of speculation amongst spectators is the study of the close-cropped classic dome of Gertrude Stein, which has many believing it represented Charlie McCarthy, Bergen's dummy....Patricia Norman becomes vocalist of "The Hit Parade" on CBS and NBC shortly....The Victor Moore-Helen Broderick show fades in June.

● ● ● Jerry Cooper's contract for "Hollywood Hotel", which runs for two and a half years, does not tie the singer up on a picture deal....Gertrude Neisen opens at Benny Gaines' Mayfair in Boston on Wednesday....Eddie Duchin goes to the Palmer House in Chicago next month with an MBS wire....Henry King will be featured at the Westchester Country Club starting about the end of May and will stay there all summer, also with a MBS outlet...Jack and Loretta Clemens have been signed again for the Kirkman soap show for the next 52 weeks....Horace Heidt's show will be aired from Washington this week because of his date at the Earle Theater....Emil Coleman plays a special date today for Howard Heinz, the pickle king, in Pittsburgh....Jay Freeman, because of his satisfactory effort on the Ice Carnival show, will continue this job as long as he wants it.

● ● ● Irving "Mischa" Lazur says he's afraid to walk with Henny Youngman when the latter is carrying his fiddle....Song-writing Teddy Powell is writing a story called "Crippled Joe" which Clem McCarthy is doctoring for mag publication....Scrappy Lambert is in the agency business with Jimmie Saphier, besides doing the vocalizing with the Men About Town....Dick Stabile closes at the William Penn on May 27 and opens for two weeks at the Gibson in Cincy....Barry McKinley is trying to get a release from present commitments to appear at the Coronation ball in Bermuda....Tip: Don't match or flip half dollars with Teddy Bergman. His system has taken us over.

● ● ● Countess Olga Albani's next air show will emanate from Chicago. She is discussing the details there now. If the show doesn't start for the summer, the Countess will tour Europe....Phil Spitalny rushed to Chicago on an important deal...



UNION OIL CO.'s "Thrills," which uses David Brookman's orchestra, male chorus and cast of 16 players, this week celebrating its thirteenth week on NBC's coast net, with Union Oil giving a studio party to the cast and staff. As survey reports have been coming in with increasing popularity gains, American Radio Features, producers, are preparing to disk the series, offer it in East and Midwest. Fred Dahlquist producing. Forrest Barnes, who wrote "Give Me Liberty," does the script. Gayne Whitman is narrator, Carleton Kadell announces. Producers elated at their soloist "find," young Michael Loring, boy baritone, predict that the Thrills show has started him on the way to go places, both radio and screen.

Thayer Ridgway, for past three years national advertising chief for Illustrated Daily News and Evening News, signed on with Don Lee Broadcasting system as account executive, sales division.

Joe Koestner, Marion Talley's maestro, has been signed to direct ork for the "First Nighter's" five airings from here starting April 30.

Bill Ray, production chief for Warner Bros. and western rep for Transamerica, just back from a week at Palm Springs, recovering from bad cold.

Joe Perry, Dekka Records, reports Western sales for Bing Crosby's "Lai Lani" tune passing the former record holder, "Pennies from Heaven."

Dave Carter, publicity chief for CBS on the Coast, left yesterday with Leo Carillo (as master of ceremonies). Ken Murray, Oswald, Narian Martin, Singing Strings group, Garry Breckner, for Sacramento to be Gov. Merriam's guests at his dinner to the state legislature.

Seegar Ellis, heretofore used only on old time songs, starting a new series of 16 pop tunes for Standard Radio. Piano team of Black and White making eight tunes for Standard.

Dolan & Doane set Sonja Henie on Chase & Sanborn's show of May 23rd. They have also arranged with 20th Century-Fox to set Jean Hersholt with a prominent eastern sponsor to do a series to be titled "The Country Doctor."

A show starring Stuart Erwin and Florence Lake is now being considered by numerous sponsors for a National hookup.

Joe Wilward is writing a series of one-half hour scripts to be waxed next week for sponsors. Helen Gahagan will be starred.

Shirley Ross takes Frances Langford's spot on the Hollywood Hotel tonight and next Friday while Miss Langford recovers from an appendix operation.

Buddy Blaisdell is being brought out by the agency and will be given a try out on the Show Boat program.

Les McMurray is sponsoring a 26 week airing of Fishing Facts program Friday nights on KFAC.

WITH THE ★ WOMEN ★

By ADELE ALLERHAND

KATE SMITH, who appeared in the very first CBS television broadcast five years ago, has no immediate plans for television....Says she likes radio as it is, but will find it easy to adapt herself to any future innovations....in tune with her belief that one must march with the times....Prefers the type of programs she adorns now to any other for herself, and wishes to go on doing it....Was most emphatic on the subject of audiences at broadcasts....she likes 'em....Believes that although the response of the unseen audience is gratifying there is a definiteness and a warmth to the tangible reaction of the studio audience that gives the artist a little more....With five years of broadcasting to the invisible audience, a year (the last one) of admitting them to studio broadcasts, and her early training in the theater, to her credit, she knows whereof she speaks....

Although Kate can't read music she has perfect pitch, and she's a femme dictator as regards the musical end of the show....She's firm but comradely with the orchestra lads....pounces on a dissonance with unerring musical instincts; but let some musicianly wit wisecrack and it's touch and go with Kate and the boys supplying the crackling dialogue....Most of them have been with her since her early radio days....none less than two years....Looks like a case of mutual liking and a wholesome respect for each other's ability, tempered by a dash of the good old sense of humor....

Carlotta Dale, now hospitalized in Philly, will vocalize in the bedside manner, with the mike brought right into her room at the hospital, while the "Top Hatters" circle about in a plane overhead and accompany her from there, in a special broadcast, April 28, 10:45-11 p.m. over the NBC-Red....Aurelia Colomo, the Latin chanteuse with the sub-tropical appeal, being held over a week at Philadelphia's Arcadia....A harmony trio called "The Three Swingsters" will sub pro tem for Carmen Castillo, Xavier Cugat's vocalizing wife now Hollywooding....Muriel Sherman, who warbles with the Enoch Light outfit, may become an announcer for an out of town station....They like the very special intonations of her voice....or something....

RADIO PERSONALITIES

No. 29 in the Series of Who's Who in the Industry

WILLIAM B. GELLATLY, Sales Manager of WOR. Engaged as a member of the sales staff in November 1935, the following May he was appointed to head the department. Has been in the advertising business for more than 17 years, serving in various capacities.



Brings the "Dough" into WOR Coffers.....

Before joining WOR he was a member of the CBS sales organization, having previously been a sales representative for the New York American, the Chicago Herald and Examiner and the New York Herald-Tribune. Prior to this he was a partner in the James Berrian advertising agency, now dissolved. A Philadelphia native, Gellatly is a graduate of Andover Preparatory School and attended Yale University. When home, it is at New Canaan, Conn.

Hobbies are (besides the better half and two children, of course) golf and horse-back riding. Writes excellent radio continuity, but more or less by way of diversion.

Charges Gibbons Faked In Broadcast of Flood

Floyd Gibbons was named defendant yesterday in an action for \$250,000 damages filed in the Supreme Court of New York by Charles Locke, radio writer and commentator.

In his complaint, Locke sets forth that he went to Cincinnati during the recent flood and wrote his observations in script form for Gibbons to use as radio material. On the night of January 28, on a broadcast originating over WLW, Locke avers that Gibbons opened his broadcast by giving him (Locke) full credit for the observations, but only delivered part of the script and alleges that the remainder was "an improper and misleading interpretation". This resulted, Locke claims, in his reputation as a writer and commentator being damaged and as a result he has been unable to secure work since.

Locke further averred that Gibbons made misstatements in order to create melodramatic situations.

Spends \$1,280,169 on NBC

General Foods Corp. in reporting that during the first quarter of 1937 its earnings were higher than in the same period during the past five years, reveals that last year it spent \$1,280,169 with NBC. This year it has already bought one full-hour show on CBS and is now completing details for another network show to star Lanny Ross next fall. Plans are also being settled for a series of daytime test shows to be spotted throughout the country on independent stations.

Signed by NBC Bureau

NBC Artist Bureau yesterday announced that they have signed Ross Graham, currently heard on the Cities Service programs, and the Salzburg Opera Guild. Latter will make its initial appearance in America next fall, and will tour the entire country under the management of NBC. S. Hurock set the deal for the guild with NBC.

New Studios, Antenna Are Planned by KIEV

(Continued from Page 1)

tical antenna immediately, using RCA equipment throughout. Studios now located in the Glendale Hotel will be moved to a new site on San Fernando Road, Milford.

Speakers Assigned For AAAA Annual Meet

(Continued from Page 1)

Convention of the American Association of Advertising Agencies, to be held at The Greenbrier, White Sulphur Springs, W. V., April 29-May 1.

Exports of Radio Sets Break All-Time Record

(Continued from Page 1)

bered 636,000, valued at \$16,041,000, while receiving tubes numbered 8,039,000 with a value of \$3,514,000.

Spector Signs Clyde Burke

Clyde Burke, 19-year-old baritone, has been signed by Martin W. Spector to be handled exclusively by him for all future radio and screen appearances. Burke was recently heard on the Al Pearce broadcast as a guest star.

Haworth Joins News Features

William Haworth of News Features Inc. yesterday announced the appointment of Frank R. Stitch as an account executive. On Sept. 30 the firm will open a new branch office in Hollywood. Branch manager and staff will be announced August 1.

WNBH "Baseball Final"

New Bedford—"Baseball Final", using Western Union flashes and transcribed music, starts Monday on WNBH, with a sponsor in the offing. Fred Hoey also broadcasts daily games sponsored by Socony and Wheaties.

★ F. C. C. ★ ACTIVITIES

APPLICATIONS RECEIVED

John P. Harris, Hutchinson, Kansas. CP for new station. 1200 kc., 100 watts, 250 watts LS., unlimited.

Minnesota Broadcasting Corp., Minneapolis. CP for new high frequency station. 26050 kc., 150 watts.

APPLICATION RETURNED

Evans & Vandivier, Chickasha, Okla. CP for new station. 1500 kc., 250 watts, daytime.

APPLICATION GRANTED

WCOA, Pensacola, Fla. CP for changes in antenna and transmitter, move transmitter to new site and increase power to 500 watts, 1 Kw. LS. 1340 kc., unlimited.

WHN Engineer Staff Demands 40-Hr. Week

(Continued from Page 1)

become affiliated with the American Radio Telegraphists' Association, a C.I.O. union. Following their decision, the engineers presented demands for a 40-hour week, a salary raise and an immediate conference with station officials on working conditions. Copies of the demands were sent to the National Labor Relations Board.

With the new affiliation, the WHN chapter of the Association of Technical Employees, an "inside union," automatically dissolves. WHN has never recognized the latter since its installation. Louis K. Sidney, director of WHN left yesterday for Hollywood leaving Herbert Pettey, associate director, in charge. A statement from the station is expected today.

NBC and CBS technicians some weeks ago were granted a 40 hour week by their respective management effective before September 1 of this year.

Rogers Memorial on CBS

CBS will air a special Will Rogers Memorial program over its entire network Sunday 5-5:30 p.m. Pick-ups will be made from KNX, Hollywood, WJSV, Washington, and WABC, New York. Co-operation will be given to the drive now going on for funds for the establishing of a memorial hospital. Anning S. Prall, chairman of the Federal Communications Commission will speak, and Fred Waring's orchestra, Leslie Howard and Dick Powell are among the stars that will appear.

"BARON MUNCHAUSEN"

JACK PEARL

RALEIGH and
KOOL CIGARETTES

WJZ-10 P. M. E.S.T.—Friday
NBC Network

Dir.: A. & S. LYONS, Inc.

AGENCIES

McCANN-ERICKSON INC., will remove its Cleveland offices to larger quarters in the Guardian Building about July 1. At the same time it was announced that Don Julien, Tom Powers, Richard Rairigh and H. C. Malmquist have been added to the staff of that office. P. C. McCormack has been appointed assistant to R. M. Alderman, v.p. in charge of branch, with James Watt succeeding McCormack as director of Media.

MORRIS & DAVIDSON, INC., advertising agency of Chicago, has been appointed to handle the account of Majestic Radio & Television Inc.

ROBERT C. HAYES, now with the W. V. Mackay advertising agency, but formerly with the Weller Service, radio agency of Seattle, has been named as publicity director for the Democratic state committee in Washington.

DWIGHT COOK arrived at J. Walter Thompson coast offices Tuesday to be producer on Chase & Sanborn program. Richard Mack will write the show, with Cook, who was one of the "March of Time" writers, assisting.

WHITTEN BADGER in Los Angeles with J. Walter Thompson agency to start May 1 on production of Grace Moore show.

Van Cronkhite Signs WJBK on News Service

(Continued from Page 1)

also huddled with General Motors and Campbell-Ewald officials. Understood to be in connection with foreign language news service his firm recently created.

Jewish Court Banquet Being Aired on WLTH

Sixteenth anniversary celebration of the Jewish Court of Arbitration to be held Sunday in the Hotel McAlpin will be aired exclusively over WLTH, 10:30-12 midnight. It will be the first airing of these annual events. WLTH for the past six months has been doing a Sunday broadcast of the Court at 10:30-12 noon.

Speakers at Sunday night's banquet will include Mayor LaGuardia or his representative, Grover Whalen and Judges Mahoney, Barison and Riet.

Dale Carnegie in Bank Series

Emigrant Industrial Savings Bank will begin a new series of programs over WOR locally April 30 featuring Dale Carnegie. Program will be heard Fridays 8:30-8:45 p.m. and will consist of discussions by the author. Carnegie will also answer queries submitted by listeners. N. W. Ayer & Son has the account.

Guild Confab Again Off

Meeting between the CBS and "Announcers and Producers Guild" bargaining committees scheduled for yesterday was postponed until 3 p.m. today.

ORCHESTRAS - MUSIC

JIMMY GRIER'S ork, now featured at the Biltmore Hotel, has been signed for the Fibber McGee and Molly show when it starts airing from the Coast.

The "Port Chester Review", series of programs sponsored by Port Chester merchants and manufacturers, premiered yesterday, over WFAS, White Plains, N. Y., 9-9:30 p.m. It features music by Charles Biondo's Red Revelers, a WFAS Artists Service unit playing regularly at the Greenhaven, Mamaroneck.

WNEW has set two new bands to appear nightly on the "Dance Parade" broadcasts. Halsey Miller will air from the 4 Towers and Al Anderson plays at the Merry-Go-Round.

Dick Ballou, Helen Carroll and Phil Ingalls will do a three piano act on their May 4 broadcast, which will feature a special arrangement of "Sweet Sue" in the manner of composers Bach, Beethoven, Mozart, Stravinsky and Debussy.

Horace Heidt's Brigadiers will present their half hour musical variety program from the Hall of Nations in the Washington Hotel, Washington, D. C., over a CBS network on Monday, 8-8:30 p.m. During that week they'll be featured at the Earl Theater in that city. The entire musical aggregation will present an original composition, "History of Sweet Swing", a rhythmic offering created collectively by the orchestra.

Vincent Lopez and Yosie Fujiwara, Japan's Caruso and the maestro's assisting soloist, have been signed by RCA Victor Co. in Tokyo to make recordings of four of the songs he's been featuring. Their Nipponese titles are "Koko-wo Osamate", "Kojono Tsuki", "Sado Okesa", and "Defune".

The U. S. Marine Band will in-

troduce the "Song of the Marines" from the Warner film, "The Singing Marine", April 27, 2 p.m., over the NBC-Red network.

Eddie Mallory, composer, arranger and ork leader, has sold three new songs before using them in a musical comedy being readied for Ethel Waters. Miss Waters will probably sing them in at least two guest appearances over CBS. Titles are "The Ghost of Old Man Mose", "A Woman in Love Ain't Got No Sense" and "At Last".

Norman Cloutier, conductor and arranger imported by NBC from its Hartford station early this year, will take over the 10:30-11 p.m. spot on WJZ tomorrow in addition to his program with Jean Sablon.

Carmen Lombardo, with his "Boo Hoo" ranking as a best-seller, has followed it up with "Toodle-oo", which promises to be a worthy successor. Although it was introduced two weeks ago, Brother Guy has scheduled it for another airing this Sunday.

Victor Young, maestro on the Al Jolson WABC programs on Tuesday nights, is under contract to Paramount Pictures and will write the score for several musical films within the next few months.

Artists service activities at WFAS, White Plains: Mike Miles and orchestra, booked for Scarsdale Senior Prom; Jack Warren's Cowboy Tune Tamers, booked for Testimonial of Scarsdale Volunteer Fire Co. No. 1; "Blue Danube Boys" (Cal Platt, baritone, Roger Pivaski, accordionist) booked for Testimonial of Scarsdale Volunteer Fire Co. No. 1; Al Cerak's Honey Hollow Mountain Boys, booked into Elks Club, tomorrow; Roger Pivaski, accordionist, booked for Orange County Society Dinner.

Musical Fashion Broadcast

WQXR will broadcast a special program of music at 3-4 p.m. today as a background for a fashion show, "Fashion Follows the News", presented by Renee Long of Franklin Simon. Alice Pentlarge, WQXR commentator, will announce from the studio, and will review the program on Tuesday, on her own broadcast of "So You Haven't the Time", 3:45-4 p.m.

Vince Mondy in New Series

Vince "Blue" Mondy, the one-man band, starts a new series Monday on WINS, airing Mondays and Fridays, 9:15-9:30 p.m.

Slim and Jack Spotted

Pittsburgh—KDKA on Monday will schedule Slim and Jack and their Gang for a 15-minute spot at 1 p.m. Mondays, Wednesdays, Fridays and Saturdays.

Will Design Amateur Award

William S. Paley, president of CBS, has commissioned Alexander Calder, internationally known sculptor, to design the Annual Amateur Radio Award, which will be presented to the individual who through amateur radio has contributed most usefully to the American people either in research, technical development or operating achievement.

Star Radio Adds KFXR

KFXR, Oklahoma City, has been signed by Star Radio Programs as a subscriber to its "Morning Bulletin Board". As a result of promotion work, Star Radio expects to have about 125 stations broadcasting its special May Day edition.

Italian Request Parade Back

Italian Request Parade, conducted by Duke Carnecchia, is being revived by WLTH as a Wednesday and Sunday 11:15 p.m. feature.

GUEST-ING

GERTRUDE LAWRENCE, return date on Show Boat, April 29 (NBC-Red, 9 p.m.).

ETHEL WATERS, on Louis Armstrong program, tonight (NBC-Blue, 9 p.m.).

LLOYD C. DOUGLAS, author of "Magnificent Obsession," on radio version of novel and film, Lux Theater, April 26 (CBS, 9 p.m.). **SARA HADEN** and **BARBARA KENT** added to cast supporting Robert Taylor and Irene Dunne.

ESTELLE TAYLOR, **CHARLES KING** and **JAN RUBINI**, on "Paramount Professional Hour" with Ted Leary as m.c., tonight (WMCA, 9:30 p.m.).

JOLLY BILL STEINKE, on "Cathedral of the Underworld," April 25 (WMCA, 12:30 p.m.).

MARTIN J. PORTER, on Martin Weldon's "New Ideas" program, May 1 (WINS, 5:30 p.m.).

ROBERT WEEDE, **JAN PEERCE** and **VIOLA PHILO** on Radio City Music Hall on the Air, April 25 (NBC-Blue, 12:30 p.m.).

FRANK MUNN, interviewed by Nellie Revell, May 4 (NBC-Red, 5 p.m.).

THYRA SAMTER WINSLOW and **HENRY WADSWORTH**, interviewed by Radie Harris, tonight (WHN, 8 p.m.).

LOUISE MASSEY and **THE WEST-ERNERS**, on Alka-Seltzer National Barn Dance, tomorrow (NBC-Blue, 9 p.m.).

ROSALIND MARQUIS, on Fred Astaire program, April 27 (NBC-Red, 9:30 p.m.).

ROBERT WILDHACK, on Jack Oakie College, April 27 (CBS, 9:30 p.m.).

DARRYL ZANUCK, on San Francisco Orchestra program, April 30 (CBS, 10 p.m.).

Corner on Baseball Immortals

Chicago—Ralph Atlass, as president of both WJJD and WIND, sort of has most of the baseball immortals booked to work on his stations this season. At WJJD Kelloggs has lined up, in addition to Joe E. Brown, Walter Johnson, Lew Fonseca, Tris Speaker and Mordecai Brown. General Mills on WIND will use as guest commentators Big Ed Walsh, Ed Ruelbach, Red Faber, Chief Bender, Larry Doyle and Joe Tinker.

Mason & Dixon to Vacation

Mason & Dixon, song team, are leaving WMCA for a short vacation. They will visit Pat Padgett of Pick and Pat on his new farm in Gloucester, Va., and will resume their WMCA program May 4.

Sunbrite Off Until Fall

Chicago—Swift's Sunbrite Junior Nurses winds up its CBS series today, returning in the fall.

Coast-to-Coast

VIRGIL EVANS of WSPA, Spartanburg, S. C., one of the pioneer broadcasters of the south, is the prime mover in the negotiations to bring eight southeastern stations into the Mutual network. Evans built the first radio station in South Carolina and one of the first in the south. He is a former newspaper man, having worked his way from a small weekly newspaper in Alabama to the post of newspaper publisher and owner, from which he went to the Hearst organization as an executive and more lately as aid to Joseph Pulitzer, from which post he departed to engage in the radio broadcasting business. WSPA owns all buildings used in connection with the station as well as all remote broadcasting and transmission telephone circuits used by WSPA, including more than 100 miles of remote broadcasting lines.

J. Anthony Smythe's illness has made it necessary for Carlton E. Morse to rewrite the next four episodes of "One Man's Family" so as to leave Smythe out. Smythe will be in the Stanford Hospital for a few weeks.

George Guyan, program director of KFRU, Columbia, Mo., is "professor" to a group of University of Missouri School of Journalism students who are learning the ropes of radio news-casting at KFRU.

West Racine Ranch Boys and the West Racine Rhythm Boys are being featured on a new series of noon programs six days a week over WRJN, Racine, Wis.

Hale Byers, WEBC official, discussed "Radio Appreciation" in an address before the Superior Women's club at Superior, Wis., recently.

The Midday Reveries Program at WLTH, Brooklyn, is attracting a great deal of fan mail. The afternoon show, which is the brain-child of Stan Field, program director, features a half hour of musical relaxation. Clara Wander, soprano; James Bartell, tenor; and Mary Young, contralto, do the vocal honors, the WLTH Concert Trio do the instrumental portion, and Doris Webb forms the organ background for Stan (David Ross) Field's poetic readings. The program is heard every Monday at 2:30 p.m.

Herb Mendelson, formerly reporter for the Radio News, WNBH, New Bedford, has taken the position of advertising solicitor for the News. Latter post was left vacant by Ray Markey, now with WTHT. Clayton Sutton has taken Mendelson's place. Fred Greene continues as news editor.

KTUL, Tulsa, CBS outlet, carried two special exclusive broadcasts of the Tulsa Aviation Club's Air Circus at one of the oil capital's airports,

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:
No. 22 of a Series

KSD—St. Louis

5,000 Watts day, 1,000 Watts Night—550 Kc.

GEORGE M. BURBACH

General Manager

EDWARD W. HAMLIN

Sales and Commercial Mgr.

KSD, born in the wake of the first feeble attempts at transmission, is owned and operated by the St. Louis Post-Dispatch. Since Feb. 14, 1922, when its first program was aired from the top of a building at Twelfth and Olive street, KSD has matched strides with the entire industry, growing up to maturity with an ever increasing prestige. In 1926 when the National Broadcasting Company began functioning, KSD became a member of that web, offering a rich market to the early radio advertiser. Today KSD is still a member of the basic Red net.

In July, 1936, KSD released information offering potential advertisers 2,012,024 listeners in Missouri and 4,131,211 listeners in Illinois for a total of 6,143,235 KSD buyers. Those listeners spend \$1,733,459 annually. National advertisers who have taken advantage of this market include American Tobacco, Kraft Cheese, Ipana, Packard Motors, Drene, Philip Morris Cigarettes, General Foods, Standard Brands, Bayer Asperin, Ry-Krisp, Pillsbury Flour Mills, Firestone and many others. Among the personalities airing regularly over KSD are Bing Crosby, Fred Astaire, Jack Benny, Richard Crooks, Burns and Allen, Fred Allen, Rudy Vallee and Mark Warnow.

A chronological story of KSD, in abbreviated form, is almost a history of radio itself. Feb. 14, 1922. First program was aired at 7:45 p.m. It consisted of a talk and the first act of a current play; June 25, 1922, KSD used a new 500-watt transmitter in a broadcast from the stage of the Municipal theater; June 26, 1922, Formal opening broadcast of the station was aired on 360 meters; Aug. 31, 1922, First station in the country to pass the requirements for a Class B station license and was authorized to use the 485-meter wave length; Feb. 7, 1931, with more than 16,000 hours of broadcasting programs to its credit, re-equipped its station with new broadcasting facilities. Oct., 1934, FCC granted KSD an increase in power to 5,000 watts day, 1,000 watts night; Oct. 29, 1935, station's new short wave transmitter began operations; 1936, KSD's 14th year, and its most successful commercially.

George M. Burbach is the general manager, Edward W. Hamlin, sales and commercial manager, and Robert L. Coe, chief engineer. Free & Peters Inc. of New York is the station's representative.

featuring the speed flying of Roger Don Rae, national speed champion. Charles Bush Jr., continuity chief at KTUL and a licensed pilot, played a big part in the promotion of the show for the air club of which he is a member.

Jimmy Lacey's WELI time has been increased to two spots a week, Saturdays at 4 p.m. and Mondays at 6:45. Lacey, a singer, is accompanied by a four-piece ensemble.

The Four Knoodlers, who made their initial appearance in radio via "Professional Parade," the WPA Federal Theater-Radio Division program in association with NBC, have been placed by NBC on a 15-minute program every Thursday night at 6 p.m. over the NBC-Red network.

The Regional Italian Civic Project of the Connecticut Congress of Parents and Teachers will inaugurate a series of educational broadcasts over WOV tomorrow at 4:30 p.m.

John Seagel, NBC baritone, heads the personnel for the new Sunday "Church by the Sea" program at WPG, Atlantic City. Hymns of all denominations will be offered.

Sundown Srenade, a new program of poetry with organ accompaniment, started on WELI, New Haven, yesterday.

Nancy Martin, songstress of WCAE, Pittsburgh, has about made up her

mind to accept a movie talent scout's bid to make a film test in New York this summer.

Jocko Maxwell, sports commentator for WLTH, will have an unusually odd guest on his "Sports Parade" tomorrow at 6 p.m. when he presents Leon Lowicki of Schenectady, the champion pinboy, now holding sway in alley 18 in the American Bowling Congress.

G. A. (Rocky) McDermott, formerly with WTAD, Quincy, and WROK, Rockford, has been added to the commercial staff of KFEL, Denver.

Polish Variety program sponsored on Sundays by Perlmutter Clothing Store and Doren's Music Store on WBRY, Waterbury, has been expanded to a full hour of music by Sikorski's Band.

"Sally and Sue from KFRU," new "Prairie Sweethearts" team at the Columbia, Mo., station, are building up a big fan following.

WTMJ, the Milwaukee Journal station, did itself proud in covering the spring "smelt run" at Escanaba, Mich., where the Chamber of Commerce stages a jamboree celebration in honor of the event. Russ Winnie, WTMJ announcer, handled the broadcast, which went on the air at 10 p.m., since the smelt run only at night. A return engagement next year is very likely. Studio used its short wave transmitter, WJER.

Coming Events

Today: American Newspaper Publishers' Ass'n annual convention, Waldorf-Astoria, Hotel.

April 24-25: Association of Radio News Editors & Writers executive committee meeting, 360 North Mich. Ave., Chicago.

April 26-28: Association of National Advertisers, semi-annual meeting, Hot Springs.

April 29-May 1: 20th Anniversary Convention of the American Association of Advertising Agencies, Greenbrier Hotel, White Sulphur Springs, W. Va.

May 2-9: National Music Week; David Sarnoff, chairman.

May 3-5: Eighth annual institute for education by radio, Ohio State University, Columbus, O.

May 7: NBC Athletic Association Spring Dance, Hotel Roosevelt, New York.

May 10-12: Institute of Radio Engineers Silver Anniversary Convention, New York.

May 12-15: World conference on radio communication and television, Cairo, Egypt.

May 14-30: Syndicate Professionel des Industries Radioelectriques 14th Annual Salon, Palais Neo-Parnasse, Paris.

May 15-18: Second Annual Congress of Colonial Broadcasting of National Federation of Radio Mfrs. of England, Paris.

May 15-31: Radio and Television Fair, International Exposition Grounds, Paris.

May 19: Luncheon meeting of radio sales promotion men, Victoria Hotel.

May 23-25: National Radio Service Ass'n convention, Dallas.

June 1-10: Radio-television exposition, Moscow.

June 10-17: British Television exposition, organized by Radio-Electrical Industry of Great Britain, South Kensington Museum, London.

June 14: American Federation of Musicians' annual convention, Louisville, Ky.

June 20-23: National Association of Broadcasters' annual convention, Hotel Sherman, Chicago.

June 20-23: Advertising Federation of America's 33rd annual convention, Hotel Pennsylvania, New York.

June 21-24: American Institute of Electrical Engineers' convention, Milwaukee.

June 21-24: Summer Convention of the Canadian Electrical Convention, Banff, Alberta.

Aug. 2: Semi-annual meeting of the American Radio Telegraphers Association, New York.

ONE MINUTE INTERVIEW

EMIL COLEMAN

"There are styles in music just as there are fashions in clothes. At the present season, I can detect a trend towards Viennese waltzes. There are more requests for selections like the Blue Danube and Rosenkavalier than for anything else. The Viennese waltz, you know, differs from the home product in that it is faster and more animated."

MAJESTIC RADIO & TELE TAKES LARGER QUARTERS

Majestic Radio & Television Corp., of which N. L. Cohen is president, is now located in a new building at 50th & Rockwell streets, the heart of the Kenwood manufacturing district, Chicago. Entire plant and general offices of the organization are housed in the larger modern quarter occupying an area of 90,000 square feet.

Capacity of the new plant is estimated at 2,500 receivers daily. Personnel will approximate 1,500.

An extensive radio research laboratory is to be set up under the direction of Charles J. Hirsch, newly appointed chief engineer, with Walter Lyons named as his assistant.

Globe Trotter's Delight On WFAS, White Plains

I. T. Porter, chief of sales at the WFAS New York office, is going Swift and his protegee, Gulliver, several better. In recent weeks, Porter has signed business for the White Plains station which resembles a well-organized globe-trotter by a chronic sufferer from wanderlust. What with the travel services of the Frederick Lack Agency, and the Open Road, and the steamship service proffered by Charles Ashmun, Inc., and the Anchor Line, plus the railroad service arranged through the German Railroads, the Swiss Federal Railroads, and the Norwegian Travel Information Service, it seems likely that all Westchester will be across the briny when the vacation days roll 'round. WFAS is reported (unofficially) planning a short-wave international transmitter to reach its listening audience transplanted across the sea.

2 Announcers on Richfield

West Coast Bureau, RADIO DAILY

Los Angeles—Two announcers instead of one will replace Sam Hayes, for seven years the newscaster on Richfield Oil's nightly review of the news on NBC coast red. Ken Barton of KMPC and John Wold of KEHE have been signed to work together, headlines and news, starting the 28th. On May 1, advertising agency of Hixon-O'Donnell will succeed H. C. Bernsten agency in handling.

KFRU Femme Traffic Mgr.

Columbia, Mo.—Mrs. Muriel Mosier on May 1 becomes traffic manager of KFRU. She succeeds Joseph M. Todd, who goes east. Mrs. Mosier is the wife of Wally Mosier, continuity chief.

Contest Editors Note

Bridgeport—Bobby Downey, 8-year-old WICC actor, after much radio listening during a four-day illness, asked his mother to go to the store and "buy a package of that facsimile" so that he could enter a contest.

★ EQUIPMENT ★

New Indicator at KVOO

Tulsa, Okla.—A peak modulation indicator has been installed in the studios of KVOO. This indicator, one of the first of its kind installed in the United States, has been acclaimed by both announcers and control operators as a great assistance in maintaining a uniform balance of voices. It consists of a light installed in the control room situated in view from both studios as well as the control room. The General Electric modulation monitor at the transmitter is set at 80 per cent modulation, which in turn operates a series of relays which operate the light. The indicator was installed under the direction of L. W. (Watt) Stinson, chief engineer.

Modern Plant for WTMJ

WTMJ, The Milwaukee Journal station, promises to have one of the country's finest broadcasting plants when its new 400-foot vertical tower and 5,000-watt transmitter are placed in operation this summer. In its refurbishing policy, the station has ordered a new ultra-modern Western Electric, all AC-operated, type 355-D1 5 KW transmitter, the last word in radio equipment. Delivery date is July 15 and it should be in service latter part of summer. Old one will then be kept as a spare. The new plant will make it easier for Transmission Engineer Bill Hebal and his crew to maintain WTMJ's high quality of service.

WPTF Inter-Telephone

Staff members at WPTF, Raleigh, N. C., have been enjoying a brand new telephone system recently installed in the station, with a central push-button control point located in the reception room and various signals of call for different departments. When the desired party answers, privacy is assured during the course of conversation.

Sound Effects Bulletin

Radio Engineering & Manufacturing Co. of Jersey City, N. J., recently issued a bulletin covering the Remco 95A Sound Effects Reproducer for broadcasting studios, recording and theatrical use. The bulletin gives specifications, price and other information.

KYA Tower Soon Ready

San Francisco — Construction of KYA's single radiator tower at Candlestick Point has reached 300 feet. When completed the antenna will reach 450 feet.

KMOX Recording Room

St. Louis—KMOX has completed a new recording room fitted with high fidelity recording devices and amplifiers. This will greatly facilitate the

cutting of records of important special events and public speeches.

New Philco Auto Aerial

Philadelphia—Philco announces a new automobile aerial, the Philco Cowl Aerial.

New KRE Antenna

KRE, Berkeley, is constructing a Blaw Knox vertical radiator with "shunt excited" antenna 180 feet high carrying airways beacon, the first of its kind on the Coast.

Station Improvements

Philadelphia—WFIL has modified its FCC application for permit to make changes in equipment by further asking authority to install new transmitter, directional antenna for day and night use, along with increase in power to 5 kw.

Meridian, Miss.—In connection with its application for authority to make equipment changes, WCOC also has asked FCC permission to install vertical antenna and move transmitter.

Columbia, Mo.—KFRU has asked for CP to make changes in transmitting equipment, install vertical antenna, move transmitter to Boone County and increase power to 5 kw.

San Jose, Cal.—CP for a new transmitter and vertical antenna, also increase in power to 5 kw. day, has been asked by KQW.

Wenatchee, Wash.—KPQ seeks permit to install a new transmitter, change frequency to 1,360 kc. and boost power to 1 kw.

Superior, Wis.—WDSM has been granted modification of permit approving transmitter site and vertical radiator.

Richmond, Va. — Hearing will be held by the FCC shortly on application of WRVA to move transmitter site, install new equipment including directional antenna, and increase power to 50 kw.

Shenandoah, Ia.—Moving of transmitter has been added to the request of KFNF asking FCC for permit to install directional antenna and new equipment, along with increase in power 5 kw. night, 1 kw. day.

St. Joseph, Mo. — Application of KFEQ for permit approving transmitter site and vertical radiator has been granted by the FCC.

Chicago—WGES has been granted amended construction permit covering move of transmitter and studio and installation of new equipment and vertical radiator.

Auburn, N. Y.—Permit for changes in equipment has been granted WMBO by the FCC.

WQXR, New York, has filed application with FCC for permit to install new equipment, increase power to kw. and give transmitter site as Site to be determined, New York.

Lima, O.—Changes in transmitter and increase in power to 250 watts are planned by WBLY.

Griffin, Ga.—WKEU is asking authority to install automatic frequency control.

FLOATING ANTENNA FOR NEW KSFO PLANT

Plans for the new technical setup of KSFO, the CBS San Francisco affiliate, as outlined by Edwin K. Cohan, CBS director of engineering, include a modern 5,000-watt Western Electric transmitter with a 350 Truscon vertical antenna and a new transmitter house located on a new site. Cohan, during his nine-week stay on the coast, in addition to serving as technical consultant to the KSFO engineering staff headed by R. V. (Doc) Howard, also spent some time looking over KNX, the CBS-owned station in Los Angeles.

The new KSFO transmitter house site, which was selected after a two-week survey of the entire area via airplane and auto, plus maps, in the opinion of Cohan is the best possible location available for a radio station. Site selected is on the west shore of San Francisco Bay less than three miles from the heart of San Francisco and station will literally be grounded in a salt brine. Sixty-two 100-foot piles are now being driven into the marsh to support the one-story transmitter house.

Building will cover 2,000 square feet and will be built entirely of concrete. Concrete will also be used for the roof of the house to serve as the foundation for the vertical radiator which will be mounted on the roof. It was decided that rather than drive piling for another foundation for the antenna, the house could serve the need nicely.

KSFO is now operating on a 1,000-watt license and with the new 5,000-watt equipment, which has been approved by the FCC, will cover all the area around the bay, aided by the conductivity of the salt water. James Middlebrooks of the CBS engineering staff has taken over Cohan's task and will remain on the coast until the job is completed, possibly by mid-summer.

Pending before the FCC is an application for CBS to lease KSFO outright and operate it themselves, but in the meantime station remains as an associated station.

KNX, Los Angeles, has been made the center of CBS technical operations and all traffic to or from the east will be keyed through KNX. The old AT&T line between San Francisco and Salt Lake City has been abandoned and a new line installed to KNX from KSL. Lester Bowman, formerly of WJSV, as previously reported, is in charge of all engineering work on the West Coast. The new CBS affiliate, KOY, Phoenix, is also being routed through KNX, so that it may be made a part of a CBS west coast network, or a transcontinental hookup.

MOTION PICTURE LIGHTING AND EQUIPMENT CORP.

WE FURNISH
Electrical Lighting Equipment of Any Kind

FOR RADIO STATIONS

244-250 WEST 49th STREET
New York City Tel. CHic. 4-2074



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 54

NEW YORK, N. Y., MONDAY, APRIL 26, 1937

FIVE CENTS

Borden on Yankee Web

ZEKE MANNERS' GANG IN 24 SHOWS WEEKLY

Zeke Manners and his Gang, now heard on 18 half-hour shows weekly sponsored by products of the Consolidated Drug Co., aired via WMCA twice daily and once over WNEW, starts another series of daily half-hour shows via the latter May 3. The new series will bring the total of his half-hour shows to 24, or, if a Sunday show is desired, 25.

The latter series will be sponsored
(Continued on Page 8)

35 Auditioned by Drene For Jerry Cooper Spot

With Jerry Cooper set to depart for Hollywood next Saturday, the sponsor of his former NBC show, Drene Shampoo, is still auditioning for a successor. Last week-end 35 singers were auditioned at NBC, and 32 were dropped. The three remaining, Bob Gibson, NBC page boy, Barry Wood and Larry Taylor, will each record a full 15-minute show which will be given to sponsor for his approval. Gibson, however, as a result of the audition, has been signed by the NBC artist bureau and will be placed on a sustaining schedule immediately.

Bill to Tax Radio Adv'g Is Killed in Committee

Columbus, O.—The Duffy bill to tax radio broadcasting stations 10 per cent of their advertising revenue for flood relief and old age pensions has been killed by the house taxation committee. Rep. Joseph Duffy, Democrat, Cleveland, said he had been convinced the measure was unconstitutional.

Speaking of Records

Pittsburgh—Commenting on other station claims with respect to broadcasting church masses, Manager Howard E. Clark of WJAS here points out that his station started a regular Sunday High Mass broadcast from St. Patrick's Church in November, 1925, and hasn't missed a single High Mass broadcast since that time.

Drum Up Listeners

Hartford, Conn.—Baseball broadcasts sponsored by General Mills and Socony-Vacuum, with WHT as the local outlet, have been anticipated with keen interest. Opening day found the announcers and salesmen during lunch hour going up and down the street in the business section turning radios to WHT to get the games. At least three radio shops whose dials were set to other stations were switched, and as a result attracted crowds. W. A. Wyllie, WHT chief announcer, is credited with the stunt.

EARLIER SHELL SPOT AFTER WNRC SURVEY

The first survey of portion of the membership organizations of the Women's National Radio Committee, the poll privileges of which were recently arranged with Wadsworth & Wood, who are selling it on a commercial basis, has been found entirely satisfactory by Shell Union Oil Co., according to reliable sources. Account is handled by J. Walter Thompson Co.

Although Shell Oil states that it
(Continued on Page 3)

Howard Steed Appointed WMBC General Manager

Detroit — Howard M. Steed has been promoted to general manager of WMBC, it is announced by E. J. Hunt, president of Michigan Broadcasting Co. Bill Jory, chief announcer, has been elevated to assistant general manager and program director, Steed's former post.

★ THE WEEK IN RADIO ★

... Amicable Press Relations

By M. H. SHAPIRO

AMERICAN Newspaper Publishers Association annual convention revealed an attitude toward radio considerably more conciliatory than on many occasions in the past... That the Press-Radio pact would be renewed was expected, but not the fact that throughout the meet no one upset the proverbial apple cart, and the report of the Radio Committee was accepted without undue comment.... and apparently newspaper

Campaign in New England Territory is Being Launched on May 4 Using Four Stations

WALTER O'KEEFE SET FOR FRED ALLEN SPOT

Walter O'Keefe has been selected as master of ceremonies of the Bristol-Myers summer show on the NBC-Red network, Wednesdays, 9-10 p.m., replacing Fred Allen, who goes off the show in July for a summer vacation.

New Copyright Measure Covers Orchestrations

Washington Bureau, RADIO DAILY
Washington—A new copyright bill, companion measure to the one introduced by Congressman J. Burwood Daly, but designed to protect the interpretation given of compositions by orchestra leaders or performers, has been introduced in the Senate by Senator Joseph F. Guffey.

Early Action Expected On Radio-Newspaper Bill

Washington Bureau, RADIO DAILY
Washington—Early action is expected by Congressman O. D. Wearin of Iowa on his bill which would prohibit unified control of radio and newspapers. Wearin told RADIO DAILY that conferences on the measure were nearly over, and that Connery investigation, if it gets under way, will help his bill.

Boston—Borden Sales Co. Inc. will start one of the largest cheese merchandising campaigns in New England radio history on May 4, when the "Chateau News Reporter" gets under way via station WNAC. Time is Tuesday 7:30-8 p.m. and contract calls for 34 fast dramatized news flashes. Other outlets on the hookup of the Yankee Network are, WICC, Bridgeport; WTIC, Hartford; WCSH, Portland and WEAN, Providence.

News will be gathered as spot items and flashed in on Tuesdays by a staff headed by Leland Bickford, Editor-in-Chief. More than 300 news-
(Continued on Page 8)

COCA-COLA TO RESUME TEXAS NETWORK SHOWS

Dallas—Coca-Cola Bottling Works will resume its Coca-Cola College Nights over WFAA and the Texas Quality Network starting Oct. 1, according to Alex Keese, divisional sales manager for WFAA. The new series of 18 half-hour broadcasts during the football season will be aired two a week, originating from various colleges throughout the state.

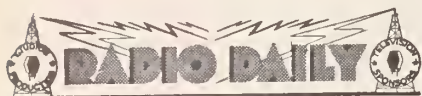
P. & G. Goes on WBNX For Jewish Test Series

Procter & Gamble Co. (Crisco) starting today on WBNX will begin a test series on one announcement daily in Jewish programs. Contract will run for a year through Howard & Roesler. Compton Advertising Inc. has the account.

SRO at WHIO

Dayton, O.—Commercial department at WHIO hung up a Sold-Right-Out sign the other day and took a day off, while the announcing staff almost went crazy for 19 hours with 83 single announcements and spots, 16 local quarter-hour programs and 14 CBS network commercials. David Brown is the WHIO sales manager.

(Continued on Page 2)



Vol. 1, No. 54 Mon., Apr. 26, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mercereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk and Verne Bailey, 6425 Hollywood Blvd. Phone Granite 6607.

Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

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FINANCIAL

(Saturday, Apr. 24)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	167 1/4	165 3/4	166	- 1 1/2
Crosley Radio	22	22	22	- 1/4
Gen. Electric	53 1/4	52 3/8	52 1/2	- 1 1/8
North American	26 1/4	26	26 1/8	+ 1/8
RCA Common	10 1/8	10	10
RCA First Pfd.	72 1/8	72 1/8	72 1/8	- 3/8
Stewart Warner	19 1/2	19 1/8	19 1/2	+ 1/4
Zenith Radio	35 1/2	35	35 1/4	- 7/8
NEW YORK CURB EXCHANGE				
Nat. Union Radio	2 1/2	2 1/2	2 1/2

Grooming Lyman Vocalists

Two of Abe Lyman's vocalists, Tiny Wolf and Rose Blaine, recently heard over WABC sustaining programs with Lyman's orchestra, are now appearing as individual performers at the Yacht Club and Leon and Eddie's, respectively. They are being groomed for stardom in much the same manner as such other Lyman proteges as Dick Powell, Frances Langford, Ella Logan, and Phil Regan.

Boice Rejoins WNEW

Hugh Boice, Jr., who resigned from WNEW to accept a position at the Biow advertising agency, has returned to the station as national director of sales.

Charlie Seel Recuperating

Cincinnati—Charlie Seel of WLW's "Pleasant Valley Frolics" has taken a three-month leave to recuperate from a throat operation. Charlie Wayne takes his place in the cast.

LOUIS ARMSTRONG

AND HIS ORCHESTRA

Fleischmann's Yeast, Fridays, NBC Blue, 9 P. M.

2nd week at Paramount, N. Y.
JOE GLASER, PERSONAL MANAGER
ROCKWELL-O'KEEFE, INC.

★ THE WEEK IN RADIO ★

... Proposed Wattage Tax

(Continued from Page 1)

company to furnish the outlet with baseball reports, even though the W. U. already has a good customer in another local station....

The "WLW Wire" got under way, with approximately 32 programs being piped from the Cincinnati outlet to WHN, New York, and KQV and WFIL en route. One of the shows is a commercial and it is presumed more of these are in the works.... Network expenditures by large ether advertisers were notably increased the past week, especially such accounts as Procter & Gamble on NBC, which will spend \$550,000 alone on its Drene product on NBC webs, while CBS continues to show unprecedented progress in the tobacco field, it being estimated that these products are due to lead the CBS second quarter.... General Mills took a three-hour spot show on WMCA, New York.... Spot accounts also showed considerable activity in various parts of the country.

Idea of selling books cheaply is about to be applied to radio as either a station audience builder or as a product booster.... Italian Government will seek good-will via the ether shortly, records of talent auditioned now being heard by Il Duce himself.... NBC automotive billings jumped 69 per cent the first quarter.... Baseball play-by-play accounts clogged the air on Tuesday, opening day for the major leagues.... Said to be the oldest commercial on the air, the Edison Symphony concerts on WENR (NBC-Blue) went off the air on Sunday night.... program on continuously since 1922 with the vet radio conductor Morgan L. Eastman planning to retire....

Past year's radio exports from the U. S. hit an all-time high, with a dollar value of \$19,555,000.... Mutual set eight new outlets in Southeast territory to join the web in September....

"Wheetabix" Increases New England Coverage

Boston — American Cereal Food Corp., of Clinton, Mass., makers of new cereal food "Wheetabix," has increased its Yankee Network coverage with 39 participations in the Gretchen McMullen program (home-making feature) heard three times weekly, Monday, Wednesday and Friday mornings, on WNAC and 12 additional New England outlets.

Account had already signed for 65 participations in Yankee Network News Service, four times weekly, Tuesday through Friday, a.m. and p.m., on minimum of 12 N.E. stations. Account is handled by H. B. Humphreys Co., Boston.

Ponselle Leaving Show

Carmela Ponselle, currently heard on the "Broadway Varieties" program every Friday over the CBS net from 8-8:30 p.m., will drop from the show after the July 2 broadcast. Miss Ponselle will leave for the west coast the following week to fulfill concert and movie contracts. American Home Products, (Bi-So-Dol), sponsors of the program, will remain on the air through the summer. Program is heard over 48 stations.

Files S.E.C. Statement

Washington Bureau, RADIO DAILY
Washington — Statement filed with the Securities & Exchange Commission by Belmont Radio Corp., Chicago, reveals 315,000 shares of no par common stock. Stemmler & Co., New York, are the underwriters. Parnell S. Billings, Chicago, is president of the radio firm.

WINS Adds Sports Program

A new sports program featuring William Falby, sports editor of the Long Island Daily Press, and Don Donphy of the WINS sports staff begins tonight at 8-8:15 over WINS.

Macfarlane Re-elected Director of A.N.P.A.

W. E. Macfarlane, president of Mutual and president of WGN, Chicago, was reelected a director of the American Newspaper Publishers Association at the closing session of the ANPA last Friday. Macfarlane is business manager of the Chicago Tribune.

Montana Federal Court Reserves Ascap Decision

Helena, Mont.—Decision was reserved in Federal Court in the application by Ascapi to restrain state officers from enforcing recent anti-Ascapi bill enacted here. Both sides have been given permission to file additional briefs. Federal Judges were Haney, Pray and Baldwin. State represented by Kinney Davis and Oswald Schweppe of Seattle. Ascapi represented by M. C. Gunn, general counsel here and Louis D. Frohlich and Herman Finkelstein of New York.

Sidewalk Quiz Gets Sponsor

Charlotte, N. C.—"Sidewalk Question Box," with Lee Kirby as m.c., now has Gulf Spray as a sponsor, three times weekly. The program, in which Kirby asks questions on the street, made quite a hit as a sustaining.

Awards for best lists of questions are being made by Gulf Spray as a promotion angle.

LEO SAYS:

JOE BOLTON'S DAILY TALK ON SPORTS IS THE TALK OF THE TOWN!

WHN DIAL 1010
AFFILIATED WITH M-G-M LOEW'S



COMING and GOING

ALISTAIR COOKE, news commentator, formerly of the British Broadcasting Co., arrived Saturday on the President Harding with MRS. COOKE.

JAMES KING, western sales representative for Langlois and Wentworth, is in town for the week.

CARMELA PONSELLE leaves the second week in July for the west coast to fulfill contracts there.

BENNY FIELDS returned to New York over the week-end after doing theater date in Boston.

S. C. VINSONHALER, manager of KLRA, Little Rock, is a New York visitor.

MICKEY ALPERT leaves for Boston on Friday to spend the week-end with his family, returning Monday.

HAL LE ROY and MRS. LE ROY return from Boston on Thursday.

MRS. NORMAN CRAIG has returned from a week's trip to Jacksonville and Miami.

TOMMY ROCKWELL returned last week by plane from Hollywood. He is in town for the purpose of conferring with the New York office of Rockwell-O'Keefe concerning a deal, the details of which he is not ready to discuss.

JERRY COOPER and his press agent, GEORGE EVANS, leave for Hollywood next week.

ED ALESHIRE of Kastor's has returned to Chicago from New York after hearing singers to replace Jerry Cooper on the Drene series. He will leave for Hollywood in May to start the Friday night Drene series with Jimmie Fidler.

HILDEGARDE sailed on Saturday for England to sing at the Coronation celebration for Royalty at the Ritz Hotel in London next month.

VLADIMIR GOLDSCHMANN, conductor of the St. Louis Symphony Orchestra, who will be guest conductor of the Lewisohn Stadium Concerts in New York next June, sailed Saturday on the Ile de France.

Also sailing Saturday on the Ile de France were MYRA KESS, English concert pianist; RENE MAISON, tenor; IRENE JESSNER JEL-LINCK, soprano; RUDY VALLEE and GEORGE M. COHAN.

ERIC MASCHWITZ, variety director of the British Broadcasting Co., editor of Radio Times and air playwright, was another passenger sailing on the Ile de France.

GRACE MOORE and VINCENT LOPEZ depart for Hollywood this week to start airing their show from there.

BOB HOPE will fly in from Chicago week-ends for his Woodbury show while "Red, Hot and Blue" is playing the Windy City.

HERMAN SCHEITLER, ALBERT NELSON, FRANK GUTHERIE, CHICK EVANS and C. J. BUTTS of the KDYL bowling team will fly to New York this week from Salt Lake City to compete in the American Bowling Congress.

PAUL WISLON of Radio Sales Inc. is on tour of CBS owned stations. He will spend a week each at WBT, Charlotte; WJSV, Washington; WEEL, Boston, and WABC, New York.

HERSCHEL HART, radio editor, is in town from Detroit.

JACK LATHAM, spot time buyer for Young & Rubicam, has returned from his southern trip where he set numerous spot programs for Gulf Spray.

E. C. MILLS, general manager of ASCAP, en route from Helena, Mont., to Texas.

RUN LAST

COL. MONTE NIESEN arrived in New York yesterday and leaves tomorrow for Boston, where his daughter, Gertrude Niesen, opens at the Mayfair Club Wednesday.

RADIO NEWS

is fast becoming the greatest function of radio.

What about your news setup? Are you making a profit out of it? Do people tune in your station throughout the day because it is the NEWS STATION?

If not, then you better contact us at once

"RADIO'S ONLY NEWS COUNSELLORS"

VanCronkhte Associates, Inc.

360 NORTH MICHIGAN AVE.

CHICAGO

State 6088

EARLIER SHELL SPOT AFTER WNRC SURVEY

(Continued from Page 1)

did not undertake the survey for publicity purposes and wishes facts found kept confidential, it is understood that one definite result of the survey is that the women who voted suggested that the 9:30-10:30 p.m. spot was too late for children listeners. Shell is now desirous of an earlier time on the air, not necessarily Saturday night, which now carries the Joe Cook hour on the NBC-Red network.

Several questions in the Shell questionnaire pertained to children, such as the query on whether a program can be expected to have a wholesome and beneficial effect on younger members of the family, and whether any features were unsuitable for children between the ages of 10 and 16.

Since Shell stated that it was seeking to entertain youth as well as grownups, it naturally followed that the women polled mentioned the comparatively late hour the show was heard in the East.

Queried as to whether they believed the questionnaire answers were of the "yes" nature because the WNRC was getting a cut on the sale of the poll privileges, unofficial Shell sources said the poll appeared to be quite honest as to opinions expressed, and very helpful info derived. Also understood that additional radio advertisers are seeking the WRNC membership reaction to their respective programs.

Border Case on Trial

Dallas—FCC Inspector F. M. Kratokvil is in Laredo, attending the trials of three men charged with violating U. S. radio regulations. The men are alleged to have prepared programs in the U. S., transported them to Mexico and broadcast them back into the U. S., according to Kratokvil. Health remedies and fortune telling were included in the programs, he said.

Rap Serials, Disk Music

White Plains, N. Y.—Criticism of "cheap" serials and all "canned" music on the radio was registered by the Westchester County Federation of Women at its spring conference here. A drive to improve radio programs by writing complaints to broadcasting companies was urged.

NEW PROGRAMS—IDEAS

Apartment House Interviews

In the vein of novel and intimate entertainment, a new series of programs are now heard 8:30-9 p.m. daily over KWK, St. Louis, featuring interviews with tenants of various apartment dwellings in St. Louis.

John Neblett, the conductor of the programs, takes a microphone into an apartment building large enough to furnish a number of different interviews, and visits with two different families each morning. After all tenants willing to be the subjects of the broadcasts have been on the air, Neblett then moves on to another apartment building, and repeats the procedure. It's usually the housewife whom John finds at home, as the time allotted the broadcast is such that it generally finds the husband at work.

Many different questions are asked—all pertaining to the home and the things near to the home. Although the program has not yet reached its second week on the air, it has proven highly popular. Neblett has the able assistance of Tom Dailey, veteran KWK announcer, in arranging and presenting the interviews.

Archaeology Series

WBBM, Chicago, is to present a series on archaeology under direction of Dr. John A. Wilson of the Oriental Institute of the University of Chicago starting today at 5:15 p.m. First talk is entitled, "What Is Archaeology" and the second "Diggers' Luck." Sponsored by University Broadcasting council.

St. Anthony Hour on WIP

The St. Anthony Hour on WHN and four stations of the Yankee network celebrated its first anniversary yesterday by adding WIP, Philadelphia, to its list of stations. Program is broadcast at 9:30 a.m. Sundays, sponsored by the Franciscan Friars of the Atonement and produced by Donald Peterson. Cast includes Donald Randolph, Stanley Whitman, James Marr, James LaCurto and Jean Thompson. Father Paul James Francis, S.A., Father General of the Graymoor Friars, reads the Gospel and comments, besides doing the dramatization.

The WIP airing will be a rebroadcast from WMCA at 10:30.

McCune Returning to WOR

Bill McCune and his Staccato Styled Music goes back on the air via WOR-Mutual from the Marine Roof of the Hotel Bossert the second week in May. This marks the third year of Bill McCune on the air. Hal Atkinson and Vince Laydell are the featured vocalists.

Clair Hull in Rotary Post

Tuscola, Ill.—Clair B. Hull, manager of WDJ, has been elected president of the Rotary International Tuscola Club.

Cupid's Court at WAAF

WAAF, Chicago, launched "Cupid's Court" at 2 p.m. Sunday, featuring "trials" of newly engaged couples. Real life romancers will appear before Judge Harry Cansdale to be cross-examined by Attorney Love and then will be sentenced to a "life of happiness."

Another new feature at WAAF is "In the Other Fellow's Shoes," Sundays at 11:15 a.m. Idea is to get some outstandingly interesting individual—not a celebrity—to give a slant on his job the layman doesn't know about. First personage interviewed will be a Palmer House elevator boy; another is to be a canvassman from Coles Brothers circus.

Quiz on KLZ

The Denver Buick Inc. is sponsoring "Men Who Know Everything", over KLZ. Questions are sent in by the listeners, and answers to the best ones are looked up for presentation. The "wise men" are Wesley Battersea, announcer, and Raymond Keane, of Keane agency.

Sponsor Takes "Audiographs"

"Audiographs," 15-minute program, a contest in which the idea is to guess the meaning of a sound effect or series of sound effects, has been sold by WWSW to a sponsor, May Stern & Co., furniture. It will be aired three evenings weekly starting tomorrow. Program is on the order of the recent "Handies." For instance, the sound of an explosion plus a wind effect indicates "Gone with the Wind."

NBC Adds Statisticians

NBC statistical division has taken on two men, while the news department transferred a man to Washington. Former two are Arthur L. Forrest and John R. Carnelly. Forrest comes from Hearst Magazines, Inc., marketing division and Carnelly was formerly instructor in Albany Business College, specializing in circulation and marketing.

Robert W. Cottingham is transferred from NBC's news division in New York to Washington where he will be assistant news editor.

Happy Lewis in New Series

"Happy" Lewis has returned to WINS with a new series called "Swing With Happy." Program, which made its debut at 3:45 p.m. Saturday, will feature guest artists, musical novelties and comedy, with "Happy" as m.c.

Commercial Mgr. for WTAG

Worcester — WTAG has created a new post, commercial manager, with Howard J. Perry appointed to fill it, Business Manager John J. Storey announces.

Bob Carter Screen-Tested

Bob Carter, WMCA's chief announcer and horse race expert and commentator, took a screen test at Paramount studios last week.

PENNA. COURT HEARS WDAS APPEAL ON DISKS

Philadelphia — State Supreme Court, with Chief Justice John A. Kephart, presiding, reserved decision in the appeal of station WDAS from the lower court, in which Fred Waring and the National Association of Performing Artists restrained the outlet from using phonograph records made by Waring. Decision is promised by the court within the next few weeks. Maurice J. Speiser, attorney for Waring, argued that phonograph records were not made for broadcast purposes since their use interferes with contractual obligations of the artists in question, both as to sponsors and disk manufacturers also because the artist still retains property rights in his interpretations and that the disk is not a publication.

Since WDAS and the NAB will take the case to the U. S. Supreme Court in event of adverse decision which may establish a nationwide precedent, Speiser said after the hearing that he would seek an amendment to Duffy Copyright Act to avoid long drawn out fight.

William A. Schnader, appeared as counsel for WDAS and the NAB. Schnader argued that the artists and songwriters get protection through Ascap, and that once Waring made a record, he had no further property right in the song interpretation, and that the record became public property.



WMCA
"NEW YORK'S OWN STATION"

Leads in
**PROGRAM
PLANNING**



**TODAY'S
BASE-
BALL**

DAILY 6:45 P.M.

BIRTHDAYS

1	9	3	7			
SUB	MON	TUE	WED	THU	FRI	SAT
2	4	5	6	8	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

April 26
 Greetings from Radio Daily to
A. L. Alexander

NEW BUSINESS

Signed by Stations

Los Angeles

KECA: Los Angeles Music Co., through N. J. Newman Agency, three spots weekly for 18 weeks; Furnbilt Clothing, through John A. Driscoll Agency, 175 spots, for 35 weeks; Mode O'Day Corp., through Lockwood Shackelford, three 5-minute transcriptions.

KFI: Procter & Gamble, through Pedlar & Ryan, New York, four programs weekly for 10 weeks, participation in Ann Warner program. Also 174 spots, 15 weekly, for same company.

KFAC: Les McMurray, direct, 26 Friday night 15 minute Fishing Facts comments on where to fish.

KIEV: Carters Little Liver Pills, through Spot Broadcasters, N. Y., 1-minute transcribed announcements, daily for 52 weeks.

WTMJ, Milwaukee

Brown and Williamson Tobacco, takes over Charlie Nevada's "The Last Word in Sports," 10-min. nightly program; Wadhams Oil Co., Milwaukee, increases its daily sport flash from five minutes to ten, with Russ Winnie as sportcaster.

KMMJ, Clay Center, Neb.

S. N. Wolbach & Sons, Grand Island (clothing store), daily news program at noon; Betty Ann Food Products, Betty Ann Varieties, six days at 9 a.m.; Gardner Nursery Co., Clay Center, spots, 1 and 4:25 p.m. daily.

WPTF, Raleigh

Esso Marketers, add a fourth Esso Extra broadcast at 10:55 p.m. daily, with Graham Poyner and Wesley Wallace alternating as newscasters.

WFAA, Dallas

Coca-Cola Bottling Works, resuming College Nights on Oct. 1 with 18 half-hour shows, aired twice weekly.

AGENCIES

H. E. HOUGHTON, vice-president of Fletcher & Ellis, Inc., has resigned that position to become general advertising manager of the Brown Co., Portland, Me. Houghton will be located in New York.

W. J. CALEY & CO. INC. of Philadelphia, manufacturers of Vassar Waver, a rubber hair curler, has appointed N. W. Ayer & Son Inc. to conduct a national advertising campaign in conjunction with a national demonstration program.

ALBERT KIRCHER COMPANY, INC., Chicago, has been elected to membership in the American Association of Advertising Agencies.

THE CHAS. DALLAS REACH CO., Newark, N. J., has been appointed by the Janssen Dairy Corp. of Hoboken to handle a new advertising campaign. Charles W. Scott is account executive.



● ● ● When a newcomer to radio makes his debut, press releases scream with the news that so-and-so is "another Jack Pearl, Kate Smith or Jack Benny"...Rarely does one hear or read of an "individualist"...So, we're just wondering how Amos of Amos 'n' Andy would sound doing Jake's role in the Rise of the Goldbergs or Martha Raye playing Mrs. Wiggs of the Cabbage Patch...Maybe Joe Penner will get his scripts twisted and wind up doing Father Coughlin's Sunday sermon, or we'll hear Jessica Dragonette emcee-ing the National Barn Dance...How would the public take Boake Carter playing and reading Parkyakarkas' lines or Babe Ruth playing "Clarence" on Myrt and Marge...Just picture hearing Mary Livingstone lecturing from Mrs. FDR's script or the Mad Russian broadcasting a Fireside Chat...The NBC script dept. made a mistake and handed Fred Allen's material to CBS's "Renfrew of the Mounted", with the latter script getting into the hands of Col. Stoopnagle and Budd, whose gags were given to "Our Gal Sunday"...Would George Burns have just as much trouble with Ida Bailey Allen as he does with Gracie...Or would your stomach turn if Gracie read the Lady Ester commercials...Bea Lillie's script writers wanted a week off, so they give her Helen Hayes' "Bambi" show...Imagine the music to be heard from Toscanini conducting Benny Goodman's swing band.

● ● ● Glossary of Radio Terms:....Announcer: A chap who talks as if he had a hot potato in his mouth—but who would often settle for a fragment of stale bread....Comedian: A fellow who hears Fred Allen doing a very funny sketch and goes straight to his typewriter and writes it...Gag-writer: The guy with two ears, two eyes, one pair of scissors and no conscience...Mike: The guy we do stuff for the love of...Orchestra: A pack of musicians led by the sponsor's nephew....Sign Off: The high spot in many a program....Sound Effects men: A bunch of guys who steal each other's thunder....Stooge: Comic (on) relief....Sustaining program: A ham sandwich....the foregoing submitted by Vick Knight.... What's yours?

● ● ● Patricia Ryan, who is now appearing at the swank Number One Bar, starts a morning sustainer for NBC....Helen Nolan of the CBS press dept. took her vacation this week to spend with her husband, who works for the AP....So, that very day, the AP decides to send her husband to MOSCOW where he'll remain for three years...Irene Beasley, Eddie Garr and Joe Besser open today at the Palace in Chicago....Josephine Houston will also be at the Riviera....Dick Himber opens at the C. Grove in Los Angeles, returning in the Fall for Studebaker with a \$10,000 budget to use as he sees fit...."Nine O'Clock Revue" via WOR fades soon because, 'tis said, sponsors are afraid they won't be able to fill all the beer orders they're getting!

● ● ● Ben Alley, the tenor built to the skies by the networks and then allowed to die a horrible "death," has had his contract renewed on Household via WCAU, Philly, and will be heard at six every nite....Buddy Hassett, Dodgers' first baseman, fulfills a life-long ambition on Babe Ruth's airing Wednesday—when he sings.... Tony Wons, who has been making fiddles up in Wisconsin (they call him the Stradivarius of Kenosha) is getting ready to do an air comeback....The Jay Dennis girls are remaining at the Roxy another week....Mary Jane Kroll, press agent for the Park Central, resigns as of the 1st....Allen Prescott's "Wife Saver" show via CBS will be heard Mondays only during the summer. His NBC schedule remains intact.

PROMOTION

Local Tieup on Camay Contest

The Merchandising Department of WMT, Cedar Rapids-Waterloo, under the direction of Leo F. Cole, is running a local contest in conjunction with Procter & Gamble's Camay contest which is being carried out on a national basis. A large window display was installed in one of the show windows of the Montrose Hotel, located in the heart of the Cedar Rapids business district. A large quantity of Camay soap was placed in the window with large placards asking passers-by to guess as to the number of bars of soap in the display. The best guesser wins one year's supply of soap free. People guessing are also given an entry blank to the national Camay contest which is described over WMT on the "Pepper Young's Family" program.

Spots are also given on the air calling the listeners attention to the local Camay contest being carried out by the merchandising department of WMT in conjunction with Procter & Gamble.

Window contains more than 3,000 bars of soap.

WCAU's 8 Steps Up

A fancy folder titled "8 Steps Toward Tomorrow" has been put out by WCAU, the Leon Levy station in Philadelphia, to impress folks with its latest technical improvements. The eight steps, as listed and attractively illustrated in the cellophane-bound booklet, include the station's new 10,000-watt short wave transmitter, improvements in antenna, a relay radio station on wheels, new transmission monitoring, new recording equipment, reproducing of sound from film tracks, latest electrical transcription equipment, and sound effects staff.

Help to Pick Premiums

WTMJ, Milwaukee, decided to help advertisers to choose the proper giveaways. Station sent out letters to 30 specialty suppliers requesting samples. Gathered quite a collection which will be placed on display at WTMJ, with descriptive data, pictures of premiums and price lists kept on file in the sales department. Figured to be of practical help to advertisers and salesmen and already has elicited favorable comment from all hands.

F. T. C. CASES

Cease and Desist Orders

Olson Rug Co., 2800 North Crawford Ave., Chicago, has been ordered by the Federal Trade Commission to cease and desist from using unfair methods of competition in connection with the interstate sale of rugs which it manufactures from old materials, such as used rugs, carpets and clothing.

WITH THE ★ WOMEN ★

By ADELE ALLERHAND

ANN HARDING, CBS press department damsel, has a new job there.... She integrates all publicity work not directly concerned with writing... Florence Marks, NBC press department lass with the luscious speaking voice, will be one of the unseen audience tonight at 9:30 when spouse Bosley Crowther, playwright, airs his first radio script, "Will of Stratford", over the NBC-Blue.... Alma Kitchell and Claudine MacDonald dedicated Friday to the Women's Clubs of Westchester.... they went up and addressed the femmes on various subjects.... The Madison Square Boys Club insisted on having "Myrt and Marge" act as judges in their contest to select the ideal little brother and sister.... Lillian Gordoni of Chi, who writes and directs "Big City Parade", WLS Friday show, employs actual Boys' Court stories as plot background.... and Judge Braude plays himself in the dramatizations....

▼ ▼
Ben Bernie's very first ether-guest on his initial home-soil broadcast will be Ethel Shutta.... "Frederika's" Diana Gaylen, who was heard on WINS "Theater Guide" last Sat. is Garbo's and Olivia de Havilland's ghost-voice, when the flicker-script demands one.... Jean Harlow's vocal ghost in "Red Dust", Harriet Lee by name, is now exec head of the coast's Famous Music Distributing Co.... Alice Pentlarge, WQXR's gal commentator who supplements the limited activities of the bustling business woman and the hustling hausfrau with talk of things seen and places visited in her program called "So You Haven't the Time", is getting so much fan mail and so many requests for specific reviews she JUST HASN'T THE TIME....

▼ ▼
WLTH's recipe gal, Doris Webb, not only ate her own words, but made the program staff eat them, and like it, yesterday, at a dinner which consisted of recipes she's broadcast on her WLTH Kitchen Limited program.... Why, we should like to know, when they were choosing Ray Lee Jackson's camera study of Irving Berlin as the most outstanding portrait, the picture of the television studio in action as the most interesting display shot, and the one of the newswie as the best news photograph, did they omit to select best photo of the most glamorous female, of which there was a plethora?....

RADIO PERSONALITIES

No. 30 in the Series of Who's Who in the Industry

WC. McKELLAR, president and general manager of WSAZ, Huntington, West Va., came to radio as a matter of evolution. He just grew into it. Born in Chillicothe, O., he attended grade and high school, tinkering with telephones as a hobby.. Utilizing the experience gained during summer vacations, his first real job after high school was with the Chillicothe Telephone Co. From there he went to the Sterling Electric Co. of LaFayette, Ind., in 1905 as chief telephone installer.



Just naturally grew into radio

In 1908 he entered the electrical contracting business and operated the McKellar Electric Co. in Huntington until 1929. However, in 1927 he had become interested in radio, establishing WSAZ in the West Virginia metropolis. From a sideline, radio two years later had become his sole work and he has developed WSAZ from a local station into the voice of Southern West Virginia. From 1934 to October, 1936, McKellar made an enviable reputation as general manager of WCHS, Charleston, West Virginia, directing both stations for the two-year period.

And now devoting all of his time to WSAZ, "Mac" is still growing, playing his no little role in the evolution of radio.

ORCHESTRAS - MUSIC

MAESTRO Woody Herman and Ork open at the Normandie in Biston on May 7. That musical outfit features an instrument used in no other band, the flugelhorn. It's played by Joe Bishop, who composed the theme song, "Blue Prelude," used by the orchestra.

Leo Shuken, formerly a trumpeter with the Harold Stokes orchestra, is now with Paramount Pictures, busy scoring music for Bing Crosby.

Del Courtney and his band, fresh from the Barbary Coast, open at the Netherlands-Plaza, Cincinnati, May 1.

Art Randall's band, a fixture on Omaha stations' sustaining programs, is set to go into The Races when that night club opens May 30.

WWJ, the Detroit News station, will feed to the NBC-Red network an hour long concert by the Olivet College Symphony Orchestra and A Cappella Choir, May 1, at 12:30 p.m. The program, which will originate in the J. L. Hudson Co. auditorium in Detroit, will consist of orchestral selections from the works of Beethoven, Mendelssohn and Tchaikowsky, directed by Dr. Paz, and choral favorites of the choir, under Donald Wilson, head of the Olivet voice department.

Universal Recordings Inc. have been busy making MCA recordings and a series of Mark Warnow waxings.

Martin Block's eight-year-old youngster, Gene, wielded Martin's baton on the "Make Believe Ballroom" broadcast, Saturday, 10:15-

10:30 a.m. The boy handled all announcements and musical introductions by himself for the full fifteen minutes.

Ray Noble, the British bandleader who's gone dramatic on the Burns and Allen program, will bring his wife, an actress called Margaret Brayton who'll be Mrs. Noble for radio purposes, into this week's script. In addition there will be three Noble arrangements of popular dance tunes on tonight's broadcast over the NBC-Red network, at 8 p.m.

Chick Adams, Abe Lyman's chief arranger, has written a song called "Born Lucky," which will be the initial plug of the 73-year-old veteran, Joe E. Howard, who recently left the Gay Nineties Club to become a music publisher. Howard, incidentally, is slated for an NBC spot in a program to be called "The Sidewalks of New York."

A duet in swingtime of clarinet and harp will be among the novelty offerings when Joe Marsala and his Chicagoans guest star on the WABC "Swing Session," Saturday, May 1, at 6:45 p.m. The maestro will handle the clarinet and Adele Girard, foremost feminine exponent of swing music on the harp, will comprise the other half of the combination.

Jack Hasty, producer of the WABC "Twin Stars" programs on Sunday nights, has re-arranged the show so as to give more time to the Buddy Rogers' orchestra. The actor-band-leader recently added several more men to his aggregation and since then has received numerous requests for more music on the programs.

NEW PATENTS

Radio and Television

Compiled by

John B. Brady, Attorney

Washington, D. C.

Re. 20,335—Electric Wave Translating Circuit. Harold W. Lord, Schenectady, N. Y., assignor to General Electric Co.

Re. 20,338—Television System. William A. Tolson, Merchantville, N. J., assignor to RCA.

2,077,442—Cathode Ray Tube. William F. Tedham, and James D. McGee, London, England, assignors to Electric & Musical Industries, Ltd.

2,077,451—Method and Apparatus for Controlling the Attenuation of Records. Charies H. Wilson and Cuthbert J. Brown, Foxboro, Mass., assignors to The Foxboro Co.

2,077,465—Radio Circuits. Henri F. Dalpayrat, New York, N. Y., assignor to RCA.

2,077,544—Electric Condenser. Leo Behr, Philadelphia, Pa., assignor to Leeds & Northrup.

2,077,550—Radio Circuit. Henri E. Dalpayrat, New York, N. Y., assignor to RCA.

2,077,565—Amplifier. Paul F. G. Holst, Oaklyn, N. J., assignor to RCA.

2,077,574—Television Receiver. Ioury G. Maloff, Philadelphia, Pa., assignor to RCA.

2,077,592—Capacity Balance Circuit. Francis H. Shepard, Rutherford, N. J., assignor to RCA.

2,077,594—Push-Pull Audio Amplifier Circuit. Victor O. Stokes, Walton-on-Naze, England, assignor to RCA.

2,077,597—Receiving Circuits. Willem D. van Gogh, Eindhoven, Netherlands, assignor to N. V. Philips Gloeilampenfabrieken.

2,077,633—Photoelectric Tube. Archie J. McMaster and Charles E. Parson, Chicago, assignors to G-M Laboratories, Inc.

2,077,810—Phototube. Bernard Salzberg, East Orange, N. J., assignor, by mesne assignments to RCA.

2,077,814—Electron Discharge Device. Charles W. Taylor, East Orange, N. J., assignor, by mesne assignments, to RCA.

2,077,833—Radio Receiver. William D. Loughlin, Mountain Lakes, N. J., assignor, by mesne assignments, to RCA.

2,077,822—Radio Antenna for Automobiles. Albert D. Baker, Lansing, Mich., assignor to General Motors Corp.

2,077,840—Potential Divider. Laszlo Koros, Berlin-Mariendorf, Germany.

2,077,886—Television Apparatus. Arno Zillger, Narberth, Pa., assignor by mesne assignments to National Television Corp.

2,077,961—Gaseous Conduction Device. Charles G. Smith, Medford, Mass., assignor, by mesne assignments to Raytheon Mfg. Co.

2,078,055—Automatic Volume Control with Noise Suppression. Wendell L. Carlson and Loren R. Kirkwood, Haddonfield and Merchantville, N. J., assignors to RCA.

2,078,058—Radiogoniometer. Henri Chireix, Paris, France, assignor to Compagnie Generale de Telegraphie sans Fil.

2,078,060—Remote Control System for Radio Receivers. Lewis M. Clement, Mountain Lakes, N. J., assignor, by mesne assignments, to Federal Telegraph Co.

2,078,072—Radio Receiver. Christopher J. Franks, Denville, N. J., assignor, by mesne assignments, to RCA.

2,078,077—Automatic Fidelity Control. Louis C. Hollands, Verona, N. J., assignor to RCA.

2,078,112—Vacuum Relay. Valentin Wologdin, Leningrad, Russia.

2,078,123—Electric Discharge Device. John M. Cage, Schenectady, N. Y., assignor to General Electric Co.

"BARON MUNCHAUSEN"

JACK PEARL

RALEIGH and
KOOL CIGARETTES

WJZ-10 P. M. E.S.T.—Friday
NBC Network

Dir.: A. & S. LYONS, Inc.

San Francisco

SAM PIERGE, writer-producer of "Calling All Cars" series for the past year has resigned to take an extended vacation.

Visiting on coast is Henry Weber, musical maestro from WGN, Chicago. Art Cohn, sports editor of the "Oakland Tribune," has started a radio column of sports comment over KLX, calling it the "Cohn-ing Tower of the Air."

Byron "Speed" Reilly, KLS sport-caster, played host to crippled children Friday night showing them the studio and interviewing them as a build-up for the annual Boxing Benefit for Alameda Crippled Children to be held May 5.

Thomas B. Jones has been added to the KYA announcer's staff.

KYA Briefs: Ferdinand Christman of the technical staff passed the FCC examination for operator's license with the high score of 91 . . . Chief Engineer Paul Schulz is nursing a gash over the right eye, suffered when a dust-cover from the speech-input equipment in the control room fell over on him . . . John Donohue has been added to the sales staff, it is announced by Station Manager Bob Roberts . . . A new musical group appearing on KYA's programs consists of Kathryn Juley, harpist; Aurora Cravera, 'cellist, and Herb Sanford, vibraharpist.

M. E. "Bob" Roberts, manager of KYA, San Francisco, left Saturday for Los Angeles to attend dedication of the new KEHE studios.

John H. Ribbe is the first NBC vacationer. The producer of the Standard Symphony Hour and other musical broadcasts, with his violinist-wife, Modesta Mortensen, headed for the northwest yesterday.

Adjourn Announcer Confab

After a three and a half hour session, the Friday meeting between the CBS, and the announcers and producers' bargaining committees was adjourned until tomorrow morning. No announcement was made as to whether what, if any, progress had been made at the meeting.

Shep Traube Joins Republic

Shepard Traube, formerly with Air Features Inc., has joined Republic Productions Inc., Hollywood, as executive assistant to Moe Siegel, studio head. Traube for a number of years was a Broadway producer, director and author.

WCHS Housewarming

WCHS, Charleston, W. Va., a CBS affiliate, last Saturday night held a "house-warming" party in its new studios just completed. Station has also installed a new transmitter and antenna. Edith M. (Peggy) Stone of the CBS station relations department represented the network.

☆ Coast-to-Coast ☆

HARRY FORD, That Man from Missouri, who recently started a new comedy program at WTMJ, Milwaukee, 7-7:30 a.m. daily, is reported getting a good fan response.

Jerry Belcher's "Our Neighbors" broadcast on the NBC-Blue network yesterday emanated via WCKY, Cincinnati, with the visit taking place in the home of Alfred Segal, Cincinnati Post columnist.

Connie Desmond is at the mike for the baseball broadcasts over WSPD, Toledo.

Lew Danis, lead in "Unfinished Headlines" over WHN on Saturdays, will direct a summer theater if he can find some good scripts.

Jack Ingersoll, in addition to his regular bowling broadcasts over WINS four nights a week, has started giving play-by-play descriptions.

Doug Arthur has been appointed announcer by WNEW and will take over the Howard Credit Clothing Co. program, and also aid Ted Webbe in the Paramount, Newark, spelling bees.

"The Five Jones Boys" are really going places since their initial radio appearance several years ago over WEBQ, Harrisburg, (Ills.). From WEBQ they went to WJJD, Chicago, thence to Hollywood and the films. During their first mike experience, they were known as the Pace Jubilee Singers, then the Dixie Cotton Pickers, and Thirty-Six Feet of Harmony. Their most notable success was attained in the Jane Withers picture, "Can This Be Dixie?" The Five Jones Boys have several Variety discs to their credit, among them, "Mr. Ghost Goes To Town," and "Doin' The Susi-Q!"

A new technique in the dramatizing of a novel for radio, that of dualizing a single personality in order to convey certain narrative portions of the book, will be employed during the presentation of "They Came Like Swallows," a radio adaptation of William Maxwell's just published second novel, to be heard over the NBC-Blue network May 3. In several instances two voices will be used for a single character. The innovation, however, will be in keeping the personality of the character intact through the use of voices essentially alike—with just a shade of differentiation in tone and pitch. Heretofore, the use of two voices has been directed to produce a stream-of-consciousness effects through entirely different character tones.

Production Manager Graham Poyner and Engineers Henry Hulick and Willard Dean of WPTF, Raleigh, fetched themselves some high compliments for their handling of the National Farm and Home Hour NBC-

Blue broadcast from their city one day last week. Les Biebl, one of WPTF's crack announcers, drew the choice assignment of narrator. William E. Drips, director of agriculture for NBC, sent the station a telegram of "thanks for producing a topnotch show."

Carl Goerch, commentator at WPTF, Raleigh, published J. B. Clark's "So You Want to Get Into Radio?" article in an edition of "The State" and thereby garnered some good publicity for the station.

Gene Stafford, copy chief of Langlois and Wentworth, is authoring new series of magazine articles on radio for a writers' monthly. New titles will follow his first article, "How to Write for Radio," and will appear under the heading, "The Use of Sound Effects to Set Scenes."

KMMJ, Clay Center, Neb., claims to have the only rooster trained to crow for radio broadcasts.

KFNF, Shenandoah, Ia., is permitting various denominations in surrounding towns to take turns sponsoring the regular 3 p.m. Sunday services.

Simon Lake, inventor of the submarine, will talk on "Exploring the Bottom of the Sea" over WQXR, May 3, 6:30-6:45 p.m.

Wilfrid Couture, French-Canadian director of the Franco-Americaine Hour on WNBH, New Bedford, Mass., announced a wedding reception for Luisette and Samuel, his script writers, to be held in a local hall where a weekly program is aired before a paid audience. So many persons turned out for the affair that Couture fainted. But the show went on.

Dick Faulkner, announcer at WSOC, Charlotte, chased a train the other day with a mike in his hand in order to get some interviews from celebs of the Philadelphia Symphony.

Cy Carter, engineer at WSOC, Charlotte, recently talked by short wave with a ham in Australia.

J. C. Johnson recently joined KCMO, Kansas City, as a member of the sales staff. He came from General Outdoor Advertising in Atlanta.

Bob Provan, genial announcer on the night schedule at WDRC, Hartford, has taken over a new 10 p.m. program called "Readin' and Writin'". Bob asks his listeners to spell and pronounce some words commonly done incorrectly.

John Fleming, English writer, whose "Gods Over Doone" is scheduled for Fall production on Broadway, was notified Saturday by the Script Library, a division of Radio

GUEST-ING

AUNT JEMIMA, booked by Herman Bernie office for the Hammerstein Music Hall, May 11 (CBS, 8 p.m.).

MADELEINE CARROLL, MISCHA AUER and GETE STEUCKGOLD, on Kraft Music Hall, April 29 (NBC-Red, 10 p.m.)

ARA GERALD of "Curtain Call," Broadway play, on Charlotte Buchwald's Playgoer program, tomorrow (WMCA, 1:45 p.m.)

AMPARO ITURBI, sister of Jose Iturbi, on "Everybody's Music," May 2 (CBS, 3 p.m.)

URSULA PARROTT, on Anice Ives' Everywoman's Hour, April 30 (WMCA, 11:15 a.m.).

Events, Inc., that his "Road to Nowhere" was going somewhere on both WMC, Memphis, and WBNS, Columbus.

Janice Gilbert, who portrays the role of Janice Collins, and Jimmy Donnelly, who takes the part of Eddie Collins in "The O'Neills," daily NBC script series, will join the cast of Helen Menken's program, "Her Second Husband," on WJZ at 8:30 p.m., Wednesday playing Fran and Dick on the broadcast. The children are 10 and 12 years old, respectively, and have appeared in several Broadway productions besides radio.

Jack Jenney, trombonist and band-leader, who is heard on 17 commercials weekly, will give a party to Kay Thompson, rhythm singer who celebrates her first anniversary on her current air show April 30. It is natural that Jenney should be in on the celebration—he's only the husband of Kay Thompson.

Louis Prima, radio's swing trumpeteer and maestro, has been given a leading role in 20th Century-Fox's new picture, "You Can't Have Everything."

Carol Weyman, mezzo-balladeer, tomorrow starts on a new 26-week series for NBC. She is now heard Mondays at 2:30 p.m. over WEA and Wednesdays at 10:15 p.m. over WJZ.

Winchell and Bernie

Walter Winchell and Ben Bernie make good as screen actors in 20th Century-Fox's "Wake Up and Live," which opened Friday at the Roxy Theater. Although it is Jack Haley's performance that steals the picture, the feuding Winchell and Bernie, playing their natural selves, also score. Film has a radio background and, in story and music as well as cast, is the best of its kind produced to date. Broadway movie critics gave rave notices to the whole works.



L. W. PETERS, general manager for L. Cannon System's Radio Station KIEV, Glendale says ground will be broken within the week on the station's new studios, and that RCA and contractors have stipulated that it will be ready for use by July 15. Both the studios and the new 290 foot vertical tower will be located on property which KIEV has just acquired on San Fernando Road, at Milford. Enlargement of the station live talent facilities will include three studios. KIEV's present studios are in the Glendale Hotel, with antenna on the roof. Station started 3½ years ago, and this is the first move.

Edgecumb Pinchon, author of "Viva Villa," will direct and be guest on Al Jolson's program May 4, when Jolson will do a scene from the play—a tear yanker titled "A Death in the Desert." On the 27th Jolson will do Ida Tarbell's "The Man Who Killed Lincoln" scenes.

Alvin Wilder, commentator on "Layman's Views of the News," has been signed by KEHE to do a new sponsored series of weekly color commentaries on some highlight of the week that didn't get in print. Wilder Furniture Co. sponsoring. Placed direct.

Fred Williamson signed on to do scripting on "Calling All Cars," long handled by Sam Pierce, who has resigned to freelance.

Lynn Chalmers, who jumped from selling advertising to radio singing when David Broekman gave her an audition a few weeks ago, has been signed by the Thomas Lee Artists Bureau.

Don Otis and KFAC trying out a new idea in record programs with an hour's show featuring records by colored bands, and with a well known colored band leader in person as guest star. First guest Les Hite, to be followed by Earl Hines. Don Otis to do interviewing. Program to be called Harlem Rhapsodies, with Todds (clothing) sponsoring.

Earnshaw-Young Co. transcription producers, examining scripts, readying to start a new series for their service.

Hal Horton, who has been announcing, handling publicity and helping produce on KIEV resigned last week to become producer of live and disk programs for a group of Chicago clothing houses opening stores in Los Angeles. Schedule calls for three programs a week on KEHE, 5 a week on KRKD and 4 a week on KFWB. Wallace MacLean taking over Horton's spot on KIEV.

KHJ likes its "Help Thy Neighbor" program well enough so that when its sponsored period ran out on KHJ, station decided to shoot it on the Don Lee Coast net as a sustaining feature. Program will continue to find jobs for needy of Los Angeles area. Has already placed more than 500 through interviewing and describing applicants on the air.

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations
No. 23 of a Series

WMAQ—Chicago

50,000 Watts—670 K. C.

NILES TRAMMELL Vice-President in Charge

P. G. PARKER Manager

WMAQ, oldest broadcast station of the second largest city of the nation, is owned and operated by the National Broadcasting Company, with the Chicago Daily News a large stockholder. That newspaper, together with the Fair Department Store as a joint sponsor, originated the station. It was on April 13, 1922, that the little 100-watt first came to life in a small studio on the top floor of the department store. The owners, not satisfied with the transmission, closed WMAQ on April 25 of the same year and installed a 500-watt transmitter, reopening October 2.

That was the shaky beginning of what was to become one of NBC's most important links. Chicago, the center of the nation's trade, services, by radio, one of the wealthiest markets in the world. WMAQ alone has a listening audience that numbers in the millions, with an annual expenditure of billions. Its primary and secondary coverage includes the average citizens, farmers, and capitalists of the entire midwest. In 1928, with its power increased to 5,000 watts, WMAQ was taken over by NBC. In 1932 the change was completed when WMAQ moved into its new home in the Merchandise Mart. Under the guidance of the web, WMAQ today operates on 50,000 watts, and as a member of the basic-Red network of NBC, is relied upon in the midwest by the largest radio time buyers on the network.

WMAQ has the honor of being the station that brought Amos and Andy to the listening audience, and Pepsodent Toothpaste to the consumer's home. It was also one of the first stations in the country to broadcast baseball games. That practice was begun in 1924, and in 1932 WMAQ pioneered the at home and abroad broadcasting schedules. With Hal Totten at the Mike, WMAQ listeners were given grandstand seats to a hard-fought campaign that placed the Chicago Cubs in the world series.

Satisfied sponsors on WMAQ include such names as General Foods, Philip Morris, Packard, Ipana, Pontiac, Shell Oil, Pepsodent, Lady Esther, Firestone and Kraft. Artists such as Bing Crosby, Jack Benny, Burns and Allen, Fred Astaire, Fred Allen, Amos and Andy, Lanny Ross, Joe Cook, Rudy Vallee, Wayne King and Russ Morgan are steady entertainers for WMAQ listeners.

Business headquarters and studios are located in the Merchandise Mart, with the transmitter standing near Bloomingdale, Ill.

Announcers Hear Selves

Charlotte, N. C. — Announcers at WBT heard themselves speak the other day and they weren't so cocksure of their perfection when the little wax discs showed up faults they didn't think they had. Reginald Allen, for instance, discovered he occasionally pauses gropingly, giving the impression that he isn't sure of what he is saying. Caldwell Cline thought he sounded too mechanical. The boys are correcting their speech, however, and maybe their next test will be as satisfactory as program director Chas. Crutchfield's first one was to him.

Paint Program Since '33

Benjamin Moore Paint Co. of New York has been using a 15-minute morning spot on WBT, Charlotte, since 1933. The regular Thursday morning quarter hour, from 11:30 to 11:45 a.m., has become one of the best-known programs on the WBT schedule. Featuring Marie Davenport at the organ, the show is the only local talent advertising which the Moore Co. does over a CBS unit—all other promotion being done on a network.

George Podeyn Joins WBS

George Podeyn, formerly radio director of Fuller & Smith & Ross, has joined the sales department of World Broadcasting System. Podeyn at one time was associated with Donahue & Coe, and the BBDO radio departments.



TOM FIZDALE, press agent, and Don Quinn who authors "Fibber McGee and Molly," fly to California today. Fizdale expecting to open an office in Hollywood. He has just opened one in New York.

Hal Burnett, WBBM publicity chief, flying to New Orleans just for a week-end ride.

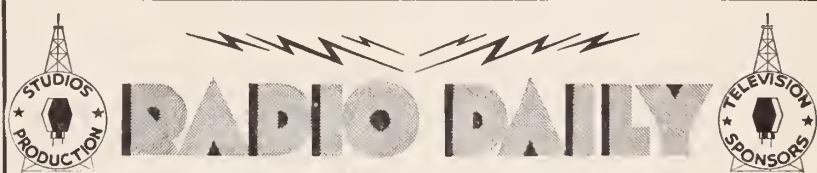
Franklyn MacCormack, poetry reader of Wrigley's "Poetic Melodies" on a motor trip to Waterloo, Ia.

New piano-song-guitar duo, Betty Bennett, onetime soloist for Realsilk show, and Joe Wolverton, guitarist now on WLS Barn Dance, will make bow Tuesday evening on NBC's Piccadilly Music Hall.

Margaret Morton McKay, wife of Al Rice of the Maple City Four of National Barn Dancers, on the air for KFI with her own program "Hollywood in Person."

Jim Crusinberry, veteran Chicago sports writer, is the new sports editor of WBBM's news department. Jim's the husband of Jane Crusinberry, who authors "Story of Mary Marlin" at NBC.

Gale Page, NBC songstress, flew to White Sulphur Springs over the weekend, with husband Fred Tritschler. Back Wednesday.



★ ★ Little Talks on Big Subjects ★ ★

I am a SILENT salesman . . . I am on the desk
of the busy radio EXECUTIVE every morning
. . . I am WELCOME because I am sincere
. . . I go DIRECT to the man that handles the
CLOSING of negotiations . . . They already
tell me that I am an EXCELLENT advertising
medium . . . I am RADIO DAILY and a TEST
will TELL.

BORDEN STARTS SERIES ON YANKEE WEB MAY 4

(Continued from Page 1)

men and actors will be involved in the broadcasts. Special promotional sheets, posters, an offset process tab paper, and other material is set, in the interest of Chateau Cheese.

Young & Rubicam is the agency.

Campana's Long-Term Contracts

Chicago—Campana's contracts with Les Tremayne and Barbara Luddy call for their exclusive services and guarantee them 52 weeks work for one year with options extending for four years. Tremayne begins work on "First Nighter" when it is brought back to Chicago from Hollywood on June 4. Campana learned its lesson from experiences with Don Ameche, now drawing down almost as much fan mail as Shirley Temple at 20th Century Fox. He has cost them real money this year. Les Tremayne, who worked this season in Campana's "Grand Hotel," has also had movie offers. Deal was handled through Aubrey, Moore & Wallace, Tom Wallace having just returned from Hollywood where he arranged for return of show to Chicago.

20% More Sets in Japan

Increasing popularity of radio in Japan is reflected by the fact that the number of licensed receiving sets in operation increased by 433,500 during 1936 to total 2,776,189 a jump of nearly 20 per cent, says a report to the Electrical Division, Bureau of Foreign and Domestic Commerce. According to the Japanese Broadcasting Corp., there were 20.5 sets per 100 families in operation in Japan at the end of 1936.

Three new radio broadcasting stations were opened during the year, increasing the number of stations in Japan proper to 30. Work has been started on two additional stations which it is hoped will have been completed and ready for operation by June, 1937, it was stated.

Gulf Adding WCAE

Gulf Refining Co., Pittsburgh (Gulf spray) on June 1 will add WCAE to its radio spot campaign. Sponsor has taken the Nancy Martin, quarter-hour, twice weekly. Young & Rubicam Inc. is the agency.

ONE MINUTE INTERVIEW

JANE WEST

"I believe that all script-writers of a daily radio dramatic series should hold at least three story conferences a week with all the members of the cast participating. At this conference there should be a general discussion of ideas and plot situations. As writer of 'The O'Neills' I've found that through this method I am able to obtain added true-to-life dialogue and situations."



"SPORTS PARADE"

General Mills

WMCA, seven days a week,
2:30-5:30 p.m.

Knox-Reeves, Inc., Minneapolis.

COMBINATION SPORTS AND VARIETY PROGRAM WITH WELL-SUSTAINED INTEREST.

This is the nearest thing yet to a "newspaper of the air," and as such it stimulates speculation on new possibilities for air programs and in turn for advertisers using the air as a medium.

With Don Kerr as m.c., the program successfully combines music, provided by Lee Grant's orchestra; vocal numbers, by individuals and groups; intermittent reports from the race tracks as well as from the baseball diamonds, with Bob Carter, Hal Janis and others giving the winners (or latest scores) and other dope; periodical movie news by Powell

Clark (Buddy Cantor), and other varied items.

Friday's program also had a special event, the Penn Relays brought by wire from Franklin Field, Philadelphia. Although this was not under General Mills sponsorship, the advertiser permitted the special feature to be inserted in the show. Dick Fishell was at the mike in Philly.

One of the vocalists, Helen Young, invited listeners to phone in requests for their favorite songs.

Because of the length and diversity of the program, the occasionally inserted commercial plugs are hardly noticed. For the same reason, program is able to move along at an amiable gait, permitting leisurely assimilation on the part of the dialers, which is a favorable point for afternoon entertainment.

Orchestra, announcers and others hold up well under the grind.

F. C. C. ACTIVITIES

EXAMINER'S RECOMMENDATIONS

North Georgia Broadcasting Co., Rossville. CP for new station. 1200 kc., 100 watts, daytime, be denied.

Metropolis Co., Jacksonville. CP for new station. 1290 kc., 250 watts, unlimited, be granted.

Rapids Broadcasting Co., Cedar Rapids, Ia. CP for new station. 1310 kc., 100 watts, unlimited, be denied.

HEARINGS SCHEDULED

April 26: Frank M. Stearns, Salisbury, Md. CP for new station. 1200 kc., 250 watts, daytime.

April 29: WOAI, San Antonio. Auth. to transfer control of corp. 1190 kc., 50 Kw., unlimited.

George Harm, Fresno, Cal. CP for new station. 1310 kc., 100 watts, unlimited.

Robert Raymond McCulla, Oak Park, Ill. CP for new station. 1500 kc., 100 watts, daytime.

June 1: W. H. Hartman Co., Waterloo, Ia. CP for new station. 1420 kc., 100 watts, unlimited.

Vancouver Radio Corp., Vancouver, Wash. CP for new station. 880 kc., 250 watts, daytime.

Petersburg Newspaper Corp., Petersburg, Va. CP for new station. 1210 kc., 100 watts, 250 watts LS., specified.

John Stewart Bryan, Petersburg. CP for new station. 1210 kc., 100 watts, 250 watts LS., unlimited except Sunday nights.

June 2: Radiotel Corp., San Diego. CP for new station. 920 kc., 500 watts, unlimited.

Provo Broadcast Co., Provo, Utah. CP for new station. 1210 kc., 100 watts, unlimited.

Dan B. Shields, Provo. CP for new station. 1210 kc., 100 watts, unlimited.

June 8: The Enterprise Co., Beaumont, Tex. CP for new station. 1400 kc., 500 watts, unlimited.

WTBO, Cumberland, Md. Auth. to transfer control of corporation. 800 kc., 250 watts, daytime.

Phillip Jackson, Brunswick, Ga. CP for new station. 1420 kc., 100 watts, daytime.

June 9: Leon M. Eisfeld, Burlington, Ia. CP for new station. 1310 kc., 100 watts, unlimited.

June 11: Fields McCarthy Co., Poplar Bluffs, Mo., CP for new station. 1310 kc., 100 watts, daytime.

WKBH, La Crosse, Wis. Auth. to transfer control of corp. 1380 kc., 1 Kw., unlimited.

C. P. Sudweeks, Spokane. CP for new station. 950 kc., 500 watts, 1 Kw. LS., unlimited.

APPLICATIONS RECEIVED

KFQD, Anchorage, Alaska. Auth. to transfer control of corp. to R. E. McDonald, 166 shares common stock.

A. L. Beaird, Jasper, Ala. CP for new station. 1500 kc., 100 watts, unlimited.

United Broadcasting Co., Tulsa. CP for new special broadcast station. 1550 kc., 1 Kw., unlimited.

Decatur Newspapers, Inc., Decatur, Ill. CP for new special broadcast station. 1550 kc., 1 Kw., unlimited.

New Fellowships at NBC

Additional University Fellowships for advanced study in radio broadcasting at NBC have been granted by the Rockefeller Foundation to Harley A. Smith of Louisiana State University and George E. Jennings of WILL, University of Illinois. Smith, under a three-month appointment, and Jennings, under a six-month appointment, will begin their studies at NBC's Radio City studios on May 5.

Unexpected Results

When Briggs Hardware Co. in Raleigh started its WPTF series of "Sketches in Paint" shortly before Easter, the sponsor stocked up with 2,300 gallons of Lowe Brothers paint for the Spring season. One week after Easter, it was discovered that every gallon in the shipment had been sold, and WPTF was the sole advertising medium used. Briggs reports this increase in sales is unprecedented in its history and the store was founded back in 1859.

ZEKE MANNERS' GANG IN 24 SHOWS WEEKLY

(Continued from Page 1)

by Michaels Brothers, local furniture stores. This is a new high in the number of programs featuring one act. Manners does not use a script for his talk and the gang sing hillbilly tunes. Zeke claims he wakes up in the middle of the night and makes "station breaks" in his sleep.

Bill Brown Joining WHO

Cedar Rapids, Ia.—Bill Brown, WMT announcer and special events man, leaves WMT in a few days to take over the duties of Dutch Reagan, WHO sports announcer, who is on his way to Hollywood.

Brown came to WMT from WSUI, the University of Iowa non-commercial station at Iowa City. During the time he has been with WMT he has built up the "Movie Man" program to where it is now one of the most popular programs heard over this station.

"Today's Children" to Coast?

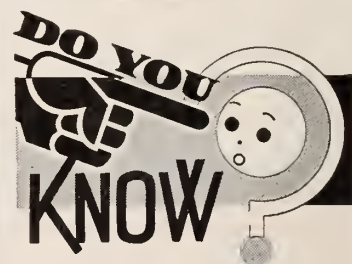
Chicago—Carl Wester, NBC account executive for Pillsbury's "Today's Children", is back from trip to Hollywood and vacation in Arizona. With Erna Phillips, author of the serial, also in Hollywood they explored movie possibilities. Nothing settled yet, however. Meanwhile Pillsbury already has sold 270,000 copies of the novel adaptation of "Today's Children" at 50 cents a clip.

Mable Todd for Films

Chicago—Mable Todd, former Al Pearce comedienne, who has been working on the NBC Jamboree, has been signed to a film contract by Warner Bros. She is the wife of Morey Amsterdam.

Two Women Plan Station

Osterville, Mass.—Erection of a Cape Cod radio station in Barnstable is planned by two local women, Harriet M. Alleman and Helen W. MacLellan.



AVRO, Holland's biggest radio corporation, is a non-profit organization supported by voluntary contributions of 200,000 subscribers. It does not receive a penny from the Government, and has nearly \$1,000,000 surplus.



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 55

NEW YORK, N. Y., TUESDAY, APRIL 27, 1937

FIVE CENTS

ARNEW Revises Exec. Committee

Looking On ... AND LISTENING IN

PRESS AMITY Hostility of the press toward the radio has been dissipated to such an extent that, at last week's annual convention of the newspaper publishers, not one remark against the radio was uttered.

One reason is that many newspapers are now in radio, too.

Another is that radio has become more solidly entrenched in the home—and advertisers recognize it as a faster medium—than the newspaper.

Radio has won this position, and is fortifying itself in it, on solid grounds.

Whereas newspapers have thrown decency and good taste to the wind in their efforts to sensationalize and prolong stories involving murder, sex, divorce, scandal and sordidness in general, the radio has kept its nose clean and busied itself with providing more programs of public service.

As long as radio sticks to such a policy, it will be Welcome Visitor No. 1 in the American home.

REPEAT SHOWS Many a fine radio program, particularly those of the better variety showmen, is heard once and then is gone forever.

Millions of persons may have missed it through no fault of their own, millions more might be anxious to dial in on such a show after being told about it, and still others would enjoy hearing it again, but it's too late.

Something is wrong here.

A show that clicks big is worth repeating because it assures the sponsor of a vast waiting audience.

It's also an advisable step in view of the scarcity of good new radio material, and finally it is one way to relieve dialers of the annoyance they suffer when they must miss one good program because they are listening to another.

ENGINEERS WILL HEAR SIX TELEVISION TALKS

Six papers on television problems will be presented by members of RCA Manufacturing Co. at the convention of the Institute of Radio Engineers, May 10-12, in the Hotel Pennsylvania. Among those who will present discussions, jointly or singly, are V. K. Zworykin, W. H. Painter, R. R. Law, C. E. Burnett, H. Iams, R. B. Janes, W. H. Hickok, A. Rose, G. A. Morton and L. E. Flory.

Total of 30 papers are programmed for the five technical sessions. There also will be an exhibit of equipment.

Among the trips scheduled for the men will be a visit to the WOR trans-

(Continued on Page 3)

New York State System Celebrating First Year

Hearst's New York State Broadcasting System will celebrate its first anniversary tomorrow with a party, 8-9 p.m., at which Governor Lehman will be chief speaker. Mayors of Albany, Buffalo and Troy also will speak. Louis Katzman's orchestra and other talent will entertain.

Network claims an unusual record of having become self-sustaining in

(Continued on Page 3)

Don Lee Fixing Series For Audience Good-Will

West Coast Bureau, RADIO DAILY

Los Angeles—Don Lee is getting set for a series of good-will audience building broadcasts being arranged by the newly appointed public relations director, Charles E. Saylor, it is announced by Lew Weiss, Don Lee manager. The series will include

(Continued on Page 3)

Press Service Men Dropped From Committee But Will Have Advisory Group---Set Chi Convention

WNLC on Networks

New London, Conn.—Though on the air only since September, WNLC joins the Yankee, Colonial and Mutual networks May 2. Station is operated by Thames Broadcasting Co., with R. J. Morey of Boston as president.

APRIL BUSINESS INDICATES BIGGEST YEAR AT KSTP

St. Paul—Headed for what is expected to be the biggest year in its history, KSTP, Twin City independent, in the first three weeks of April doubled the valuation of business, new and renewal, over the entire month of April, 1936.

During these three weeks the station signed more than 20 major accounts, both new and renewal, some of them running as high as a

(Continued on Page 3)

NBC Audience Mail Hits All-Time High

March audience mail for NBC reached an all-time high, with a total number of 1,140,508 communications. This figure is 12 per cent above March, 1936, and 245 per cent over February, 1937. Previous high was March, 1936, when 1,015,372 pieces of audience mail was received. Last February total was 330,427.

Chicago—Culminating a controversy of several months, the executive committee of the Association of Radio News Editors and Writers, meeting here over the week-end, accepted the resignations of representatives of press associations from membership on the committee. Those resigning included Ted Christie, secretary-treasurer, of INS, New York; Q. J. Haggen, United Press, and Dixon Stewart, Transradio.

The committee, however, provided for an advisory committee to be formed of members of press services. It was the decision of the committee

(Continued on Page 3)

MORE EXPANSION PLANS ARE COMPLETED BY NBC

New WTAM, Cleveland, studios will occupy the first four floors in the Guarantee Title & Trust Bldg., and will cost over \$250,000, NBC announces. Building will change its name to NBC Bldg., and alterations are expected to be completed by Jan. 1.

From other sources it was learned

(Continued on Page 3)

Spud Contest Entries Reach 426,453 Mark

Spud cigaret weekly contest for best questions submitted on back of product wrapper brought 426,453 entries between start of contest November 7, last, to April 10. Committee each week selected 205 winners, five of which were read on the air

(Continued on Page 3)

Going After Beach Audiences With Public Address System

West Coast Bureau, RADIO DAILY

Los Angeles—With the signing of a concession contract last week, Sound Products public address system starts competition with local radio stations, selling sponsored spots on programs for beach crowds.

Sound Products has signed with Abbott Kinney beach property own-

ers for rights to hang public address speakers along Venice Pier and in spots to reach the daily hundreds of thousands who swarm the beaches. Musical programs will be broadcast during the big beach crowd hours, via the p. a. speakers. At intervals, spot announcements will be used, and some of the program time will be sold to sponsors.

Radio No. 1 Ad Choice

Salt Lake City—Best bet as an advertising medium, according to 500 oil operators and west coast executives of Associated Oil in convention here recently, is the radio. The delegates readily voted the airwaves today's their No. 1 choice for advertising.

Associated Oil recently started a spot campaign over KSL here.

Copyright Hearings

Washington Bur., RADIO DAILY

Washington—Senate Patents Committee meets today to discuss setting dates for hearing testimony on the Duffy copyright bill. Senator F. Ryan Duffy told RADIO DAILY yesterday that he will press for early hearings. He is believed to have strong support in Upper House.



Vol. 1, No. 55 Tues., Apr. 27, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp., J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk and Verne Bailey, 6425 Hollywood Blvd. Phone Granite 6607. Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

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FINANCIAL

(Monday, Apr. 26)

NEW YORK STOCK MARKET

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	165 ³ / ₈	164 ¹ / ₂	165	— 1
Crosley Radio	22	21 ¹ / ₈	21 ¹ / ₈	— 7 ⁷ / ₈
Gen. Electric	52 ¹ / ₄	50 ¹ / ₂	51 ¹ / ₄	— 1 ³ / ₈
North American	25 ³ / ₄	24 ⁷ / ₈	25	— 1 ¹ / ₈
RCA Common	10 ¹ / ₈	9 ³ / ₈	9 ³ / ₈	— 5 ⁷ / ₈
RCA First Pfd.	72	70	70	— 2 ¹ / ₈
RCA \$5 Pfd. B.	(98 ¹ / ₄ Bid)			
Stewart Warner	19 ¹ / ₂	18 ⁵ / ₈	19	— 1 ¹ / ₂
Zenith Radio	35	33 ³ / ₄	33 ³ / ₄	— 1 ¹ / ₂

NEW YORK CURB EXCHANGE

Hazeltine	37 ⁷ / ₈	37 ⁷ / ₈	37 ⁷ / ₈	— 1 ⁷ / ₈
Majestic	2 ¹ / ₂	2 ¹ / ₄	2 ¹ / ₄	— 1 ¹ / ₄
Nat. Union Radio	2 ¹ / ₂	2 ¹ / ₄	2 ¹ / ₄	— 1 ¹ / ₄

OVER THE COUNTER

	Bid	Asked
CBS A	53 ¹ / ₄	55 ¹ / ₂
CBS B	53 ¹ / ₄	55 ¹ / ₄
Stromberg Carlson	15 ¹ / ₄	16 ¹ / ₄

J. O. Young Ad Agency Disking McTavish Series

Kansas City—J. O. Young Advertising Co. is producing 32 five-minute transcriptions featuring Safety McTavish, tying in with the Safety McTavish newspaper advertising being used nationally by savings and loan companies.

Young is just back from Dallas, where "The Little White House," which he developed for Insured Savings and Loan, was shown to convention delegates.

Charles Kullmann, III

Charles Kullmann will be out of tomorrow night's CBS Palmolive show because of illness. Thomas L. Thomas will replace for the one performance.

RADIO EVENTS, INC.

AN INDEPENDENT PRODUCING GROUP
SERVING ADVERTISING AGENCIES

535 Fifth Avenue,
New York, N. Y.

From script to production—
that extra something that's good radio

NETWORK SONG FAVORITES

Following is an accurate list of performances for the week ending April 24, covering songs played from 5 p.m. to 1 a.m. on CBS and two NBC networks. Only compositions played 15 times or more are included. This listing is a regular Tuesday feature in RADIO DAILY.

Selection	Publisher	Times Played
September in the Rain (Remick Music Corp.)		39
Carelessly (Irving Berlin, Inc.)		31
Where Are You? (Leo Feist, Inc.)		31
Too Marvelous for Words (Harms, Inc.)		27
Sweet Is the Word for You (Famous Music Corp.)		25
How Could You? (Remick Music Corp.)		23
Never In A Million Years (Robbins Music Corp.)		23
Boo Hoo (Shapiro, Bernstein, Inc.)		21
To A Sweet Pretty Thing (Shapiro, Bernstein, Inc.)		19
Little Old Lady (Chappell & Co.)		18
Moonlight and Shadows (Popular Melodies)		18
Swing High, Swing Low (Famous Music Corp.)		18
When Love Is Young (Miller Music, Inc.)		17
You're Here. You're There (Marlo Music Co.)		17
Love Bug Will Bite You (Santly Bros.-Jay, Inc.)		16

Al Clauser's Outlaws In Person With Film

Al Clauser and his Oklahoma Outlaws, WHO cowboy band featured every Saturday night on the Iowa Barn Dance Frolic, will appear at the Orpheum Theater, Des Moines, for the world premier showing of their motion picture, "Rootin' Tootin' Rhythm," beginning Friday and playing through May 3. A special broadcast from WHO will be conducted Thursday on the eve of the premiere. Dutch Reagan, WHO sports announcer, who himself will be making a film debut soon, will be m.c.

Following the Des Moines run, "Rootin' Tootin' Rhythm" will make a circuit of Iowa theaters. Al Clauser and his Outlaws will travel with the film, making personal appearances where it is shown.

Philco Convention

Philco's annual convention, at which time the company's new 1938 line of radios will be presented, will be held in three sections this year. First two sections, May 12-19, at Greenbrier Hotel, White Sulphur Springs, W. Va., will be for field executives and distributors from the east and foreign. Third section, at Hotel Del Monte, Del Monte, Cal., May 23-26, will be for western division and Hawaii.

2 NBC Airings via WCKY

Cincinnati—WCKY, the L. B. Wilson station, supplied two NBC network programs Sunday. One was the General Motors Concert, put on at Music Hall with Eugene Goossens and the Cincinnati Symphony Orchestra and Rosa Ponselle and Frank Forest as co-soloists. The other was Jerry Belcher's "Our Neighbors," interviewing the family of Alfred Segal, Cincy Post columnist.

Arthur Ainsworth, WCKY ace announcer, helped in the broadcasts. Keith McLeod came here to produce the G. M. show.

CBS Net to Present Ky. Backwoods Program

A backwoods program, emanating from Lott's Creek, remote listening center in Knott County, Ky., will be shortwaved to the nearest telephone line via a portable transmitter carried to its destination on mule-back, picked up by receiver and broadcast over CBS on Monday, 4:45-5:15 p.m. It will consist of interviews with typical mountaineers, local dances and songs. Dr. Frank L. McVey, President of the University of Kentucky, will discuss methods of raising the level of life in that remote part of the woods.

Iowa Barn Dance in Studio

Des Moines—Starting Saturday, the Iowa Barn Dance Frolic, 2¹/₄-hour show which has been presented from the Shrine Auditorium, will air from the WHO studios. Final show from the auditorium last Saturday featured Donald "Dutch" Reagan, sportscaster, who leaves next month to become a film player for Warners in Hollywood.

WRJN Adds News Periods

Racine, Wis.—Four daily radio "editions" of news have been inaugurated by WRJN, in cooperation with the Journal-Times. Herb Mann Jr., Dick Conrad and Kenneth Hegard, staff announcers; F. R. Starbuck and Herb Mann of the Journal and WRJN, and Wash Cain of the Journal are heard on the broadcasts.

Jane Pickens Signed

Sealtest System Laboratories yesterday signed Jane Pickens to rejoin the program as a steady feature. Show is scheduled to switch from Saturday to Sunday nights, 10-11 p.m., on NBC-Red network, May 16. J. Walter Thompson Co. is the agency.

WORC Buys New Studio Site

Worcester, Mass.—A building on West St. has been bought by WORC for about \$21,000. It will be converted into a studio.

COMING and GOING

RALPH WONDERS is expected back from Cleveland today.

J. O. YOUNG, president of Young Advertising Agency in Kansas City, is back home from a business trip to Dallas.

PHIL ALEXANDER is in Dallas for WFAA of San Antonio.

COLLETTE LYONS is stopping at the Warwick from Hollywood.

JOAN BLAINE is expected in New York this week from Chicago.

EUGENE PACK, chief technician of KSL, Salt Lake City, leaves for New York next week to attend the Radio Engineers convention.

ROCCO VOCCO will remain in Chicago another few days and then return to New York.

HARRY LEEDY of the Rockwell-O'Keefe office is back in N. Y. from the coast.

TED STREIBERT and AL MCCOSKER of WOR and Mutual are out of town for a week and will take in AAAA convention at White Sulphur Springs.

AL LEHMAN of the A.N.A., JOHN KAROL of CBS and LOUIS D. H. WELD of McCann-Erickson have gone to Hot Springs for semi-annual A.N.A. meet.

LINCOLN DELLAR, CBS station relations, is back from a month's trip through the north-west and Pacific coast states.

LESLIE MacDONNELL, English representative of Rockwell-O'Keefe, who left for the coast immediately upon his arrival in the U. S. last week, sails for England tomorrow on the Ile de France.

BILL GELLATLY, WOR-Mutual sales manager, is back from Bermuda.

Inspecting WOR Transmitter

WOR sales staff will inspect the station's transmitter site at Carteret, N. J., this Saturday. Jack Poppele, WOR chief engineer, will be the official guide. A buffet lunch will be served. On the following Thursday, WOR junior executives, and buyers from Bambergers will o. o. the transmitter.

Berle Show Returning East

West Coast Bureau, RADIO DAILY
Los Angeles—With completion of Milton Berle's picture, Gillette Community Sings returns to New York in time for May 15 or May 22 program. Ruthrauff & Ryan agency expects to have the show back here in September.

New Station for Perry

Jacksonville, Fla.—John H. Perry, newspaper publisher and operator of WCOA, Pensacola, is owner of Metropolis Co., publishers of Jacksonville Journal, whose application for a new station here has been approved by an FCC examiner.

Tom Lane Joining WOR

Tom Lane of the Herald-Tribune's promotion department, joins the WOR publicity department Monday, succeeding Dorothy Haas, who resigned to become publicity director of Fanchon & Marco.

LEO SAYS:

TONIGHT—DON'T MISS
THE WHN ORIGINAL
AMATEUR HOUR FROM
7 to 8 P.M.

WHN DIAL 1010
AFFILIATED WITH
H.G.M. LEWIS

PRESS ASS'N MEMBERS OFF ARNEW EXEC BODY

(Continued from Page 1)

that press association men, being interested in selling services to ARNEW, might not always maintain the point of view of broadcasters.

John Van Cronkhite, president of the association, also tendered his resignation, but the committee refused to act on it. A vote of confidence in the administration was given by the committee.

First annual convention for full ARNEW membership was set for Chicago early in September. Meanwhile sectional meetings in the west, north, south and east were ordered for the last week in May, with a view to consolidating opinion on various issues. For instance, subject of handling crime news may be taken up.

Jack Harris, WSM, Nashville, was named chairman of the convention. John Hughes, Don Lee network, San Francisco, heads the nominating committee to present a slate of new officers.

Al Hollender, WJJD, Chicago, was elected secretary-treasurer, replacing Christie, and Beckley Smith, WJAS, Pittsburgh, was named to the committee. Dilley & Bjork, Chicago, were retained as attorneys.

Van Cronkhite, Christie, Harris, Hughes, Hollender, Sims Guckenheimer as proxy for Stewart Dixon, vice-president Transradio, and Ed Bryant of UP attended the meeting.

KSO Switches Feed

Des Moines—A last minute change Saturday found KSO feeding the Mutual network instead of NBC on the Drake Relays. Reggie Martin, assisted by Frank Jaffe, handled the mike. KRNT fed the event to CBS, with Gene Shumate and Dale Morgan handling, while WHO fed NBC.

KSO-KRNT Add 7 Operators

Des Moines—To facilitate operations and constantly increasing number of feeds to other stations of the Iowa Network, KSO-KRNT added seven new operators last week. They are: Ralph A. Bates, Buford Cannon, Robert Chadwich, William Glynn, Frank Liguori, Frank Parsons and Arthur Peavey.

New Coast Agency

West Coast Bureau, RADIO DAILY

Los Angeles—Robert Collier & Associates have opened a radio agency at 5225 Wilshire Blvd. They will handle transcriptions, live shows and development of network ideas. Collier formerly was Fox West Coast Theaters publicity chief.

Donald Peterson

PRODUCING

JUNIOR G-MEN of AMERICA

WOR—6:30 P.M.

M.W.F.

Connery Probe Action Expected

Washington Bureau, RADIO DAILY

Washington—Passage of the Connery resolution for a radio investigation is expected this session, according to Congressman John J. O'Connor, chairman of the House Rules Committee, now considering the bill. O'Connor said the measure would be reported favorably out of committee before the end of the month.

More Expansion Plans Are Completed by NBC

(Continued from Page 1)

that NBC also contemplates installation of a new 700-foot vertical radiator for WEAH at Bellmore, L. I. RCA's Camden plant has a model of the new antenna which it is expected will be approved by NBC engineers. No application has yet been filed with the FCC for permit to install the new equipment, but one will be forthcoming shortly. Station recently installed a new ground system which increased the WEAH signal 16 per cent. Plans for a new WEAH station site have been abandoned.

WTAM also has plans for a new vertical antenna for which an FCC application is pending.

When WBZA, Springfield, receives permission from the FCC to de-synchronize from WBZ, Boston, new station will be managed by NBC with Westinghouse, owners of the station, operating the transmitter equipment. WBZA will expand its studio facilities and install a new transmitter and vertical antenna when the FCC application is approved. WBZA is seeking a license to operate on 550 kcs. and has asked the FCC for WDEV, Waterbury, Vt., spot on the dial.

Cleveland lease, signed for 10 years, was negotiated jointly by Lenox R. Lohr, NBC president, Alfred H. Morton, NBC manager of owned and operated stations, and Vernon H. Pribble, WTAM manager.

Spud Contest Entries Reach 426,453 Mark

(Continued from Page 1)

by Ed Wynn and received \$100 prize each, and 200 getting \$5 each.

Young & Rubicam agency handles the Axton-Fisher Tobacco Co., account; heard on the NBC-Blue network.

Dick Burris to Attend Confab

Bismarck, N. D.—Dick Burris, program director of KFYZ, goes to Columbus, O., May 3 for the annual institute of education in radio. P. J. Meyer, KFYZ owner, is a strong believer in blending instructive information with entertainment in radio programs.

Additions to KFAB-KFOR

Lincoln—Glenn E. Martin, formerly at WMIN, St. Paul, and Marvin Korinek, lately of KXBY, Kansas City, have joined KFAB-KFOR here. Both are engineers. Joe Matthews, late of WHBF, Rock Island, is an addition to the KFAB sales staff.

New York State System Celebrating First Year

(Continued from Page 1)

a year. Burt Squire of WINS is general manager and other prominent personalities in the system are Harold Smith, WABY, Albany; Dale Robertson, WIBX, Utica; Frederick L. Keesee, WMBO, Auburn; Ken Johnson, WSAY, Rochester, and Roy Albertson, WBNY, Buffalo.

Don Lee Fixing Series For Audience Good-Will

(Continued from Page 1)

special events programs, each taking some important California industry, such as citrus fruits, oil, tire, etc., selected to cement friendship and build listening groups in programs that will appeal to large slices of the southland's population.

Greece Imports More Radio Sets

Imports of radio receiving sets into Greece established a new high record in 1936, when receipts numbered 5,357 units compared with 4,570 in 1935 and 3,548 units in 1934, according to a report to the Electrical Division, Department of Commerce, from Acting American Commercial Attache George L. Jones, Athens. The U. S. was the first-ranking foreign supplier of radio sets for the Greek market, supplying 61 per cent.

George Fields Dead

George Fields, the Honeyboy of the radio team of Honeyboy and Sassafras, died of a heart attack Sunday in Penn Station. He is survived by his wife, living at Bayside, L. I.

Glenn Darwin, baritone, has been assigned by NBC to the Honeyboy and Sassafras spots.

Gulf Spray Adds KNOW

Gulf Spray, has added KNOW, Austin, to its list of stations in Texas campaign which starts today. Young & Rubicam handles the Gulf Refining Co. account. Local live talent is to be used, on two quarter-hour periods weekly.

Rishworth to Talk at Institute

St. Paul—Thomas Dunning Rishworth, educational director of KSTP, has left for Columbus, O., where he will address the annual meeting of the Institute of Education by Radio.

ADOLF SCHMID

Conducting—Orchestration

INSTITUTE OF MUSICAL ART

JUILLIARD SCHOOL OF MUSIC

New York City

APRIL BUSINESS INDICATES BIGGEST YEAR AT KSTP

(Continued from Page 1)

year's sponsorship of a 10-minute daily news shot.

A partial list of new and renewal contracts includes the following: Webster-Eisenlohr, 13-week renewal on five-min. evening news; Lindsay Ripe Olives, 13 weeks, new, on Polly the Shopper's participating program; Spry, renewal, 260 station breaks Bulova watch, new, 365 station breaks; Refrigeration & Air Conditioning Institute, new, three 15-min. shows; Vick Chemical, new, 14 spots; Bauer & Black, new, 26 breaks; General Foods, renewal, 25 one-min. spots; Ironized Yeast, nine five-min. shows, renewal; Procter & Gamble, 100 one-min. spots, renewal; Chevrolet, 39 15-min. shows, renewal; Brown & Williamson, 78 10-min. shows.

Other new accounts signed this month: Chocolate Products Co., 78 15-min. shows, renewal; Chippewa Springs, 100 station breaks, renewal; Model Laundry, 210 Class A breaks and 31 15-min. shows, renewal; Gately Clothing Co., 52 weeks, 10-min. nightly news; Hamm Brewing Co., 52 weeks on evening 5-min. sports reporter; Minnesota Leader, 13 15-min. political commentaries; B. F. Goodrich, 78 five-min. shows; Waterman Waterbury, 26 Class B spots.

Engineers Will Hear Six Television Talks

(Continued from Page 1)

mitter at Carteret, N. J. Others include the A. T. & T. "Long-Distance Building," Western Union Telegraph plant and RCA Radiotron plant.

A window display and a radio department display also are being devoted to the convention by R. H. Macy department store, which is included in the trips for ladies attending the meet.

Mother of Don Davis Dies

Kansas City—Funeral services will be held today in Downs, Kans., for Mrs. Louise Davis, 73, mother of Donald D. Davis, president of WHB.

Lyman Cameron Joins KCMO

Kansas City—Lyman Cameron, formerly of KOIL, has joined KCMO in full charge of the news department, editing dispatches and handling mike on 14 daily newscasts.

THE SONGBIRD OF THE SOUTH

KATE
SMITH

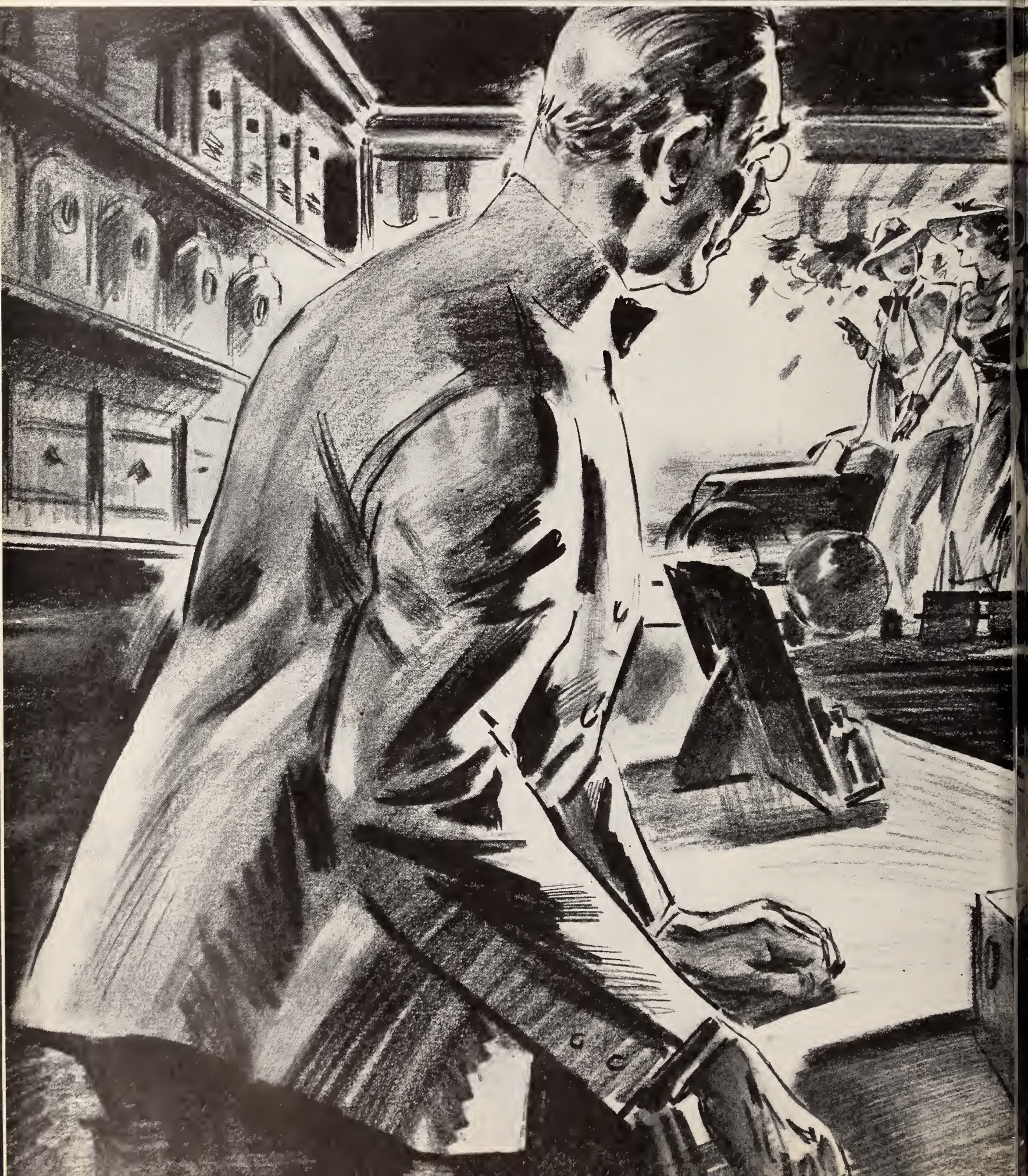
A & P BANDWAGON

THURSDAYS

CBS NETWORK 8-9 P.M., E.S.T.

EXCL. MANAGEMENT TED COLLINS

“Owed to a shelf



conscious gentleman..."

Advertising Support right through the Summer!

TODAY, as never before, advertisers know that dealer support must be *year-'round*. If it isn't, sales can languish, dealers lose interest, dominant position in the market can be lost. Competitors can step in and the cash registers ring for somebody else.

By far the great majority of NBC advertisers know this. They keep their dealers' minds off their shelves by running a straight 52-week schedule. People respond to this by the millions—and never more strongly than in summer. They have the money, and the urge to spend it. There's nothing like an NBC Summer Program to swing them to *your* dealer... to *your* product.

... 97% of the great NBC Winter Listeners are available, any week in the summer. Less than 3% difference. Even then, at *some* hours, there are *more* listeners than in winter!

... 92 out of every 100 adults are at home in any one summer week all

summer long. And of those 8 out-of-towners, 5 are in radio-equipped residences. "Radio Goes Where People Go!" (This doesn't even include the 4,500,000 automobile radio sets.)

... An advertiser saves 10% on his annual broadcasting time cost if he runs the 52 weeks. (Over 57% of NBC's advertisers do this—they're smart!)



RCA presents the "Magic Key of RCA" every Sunday, 2 to 3 P. M., E. S. T., on the NBC Blue Network

National Broadcasting Company

A Radio Corporation of America Service

F. C. C. ACTIVITIES

HEARINGS SCHEDULED

June 15: Robert E. Clements, Huntington Park, Cal. CP for new station. 1160 kc., 250 watts, daytime.

Key City Broadcasting Co., Kankakee, Ill. CP for new station. 1500 kc., 100 watts, unlimited.

Gerald Travis, La Porte, Ind. CP for new station. 1500 kc., 100 watts, 250 watts LS, unlimited.

Northwest Research Foundation, Inc., Seattle. CP for new station. 1530 kc., 1 Kw., unlimited.

June 16: WDRC, Hartford, Conn. Auth. for booster station at New Haven. 1330 kc., 250 watts, synchronize with WDRC.

WLAC, Nashville. CP for increase in power. 1470 kc., 50 Kw., unlimited.

Ben S. McGlashan, San Diego. CP for new station. 550 kc., 250 watts, daytime.

June 18: Clark Standiford, L. S. Coburn & A. C. Sidner, Fremont, Neb. CP for new station. 1370 kc., 100 watts, unlimited.

June 23: Radio Enterprises, Inc., Hot Springs, Ark. CP for new station. 1310 kc., 100 watts, daytime.

Associated Arkansas Newspapers, Inc., Hot Springs. CP for new station. 1310 kc., 100 watts, daytime.

Athens Times, Inc., Athens, Ga. CP for new station. 1210 kc., 100 watts, 250 watts LS, unlimited.

Clipper Flight on NBC

The China Clipper's flight to Hong Kong and return in its first commercial span of the Pacific will be given in three special NBC broadcasts by Carlton E. Morse, author of the NBC serial, "One Man's Family," and the first man in history to make a round-trip to China in twelve days. Morse's reports will be given May 3 at 12:05 p.m., EDST, from Manila; May 4, at 12:05 p.m., EDST, from Hong Kong, and May 11, at 5:45 p.m., EDST, from San Francisco.

Child Welfare Series

"Parents Club Meeting of the Air," in cooperation with Parents' Magazine, starts May 4 as a Tuesday 12-12:15 p.m. series on WOR-Mutual. It will deal with child health and education.

Peter MacArthur in Hospital

Des Moines—Peter MacArthur, producer of WHO Iowa Barn Dance Frolic, is in Methodist Hospital for about 10 days having a foot infection treated.

New WMCA Racing Series

Broadway Bill, racing commentator, yesterday started a new 6 p.m. series on WMCA, sponsored by Barney's Clothes.

AD AGENCIES

RALPH RICHMOND, former president of William Green, Inc., advertising agency, has been appointed head of the radio commercial department of Benton & Bowles, Inc. Richmond succeeds John A. Carter.

EDWIN C. OLSEN has joined the Chicago office of Frank Presbrey Company, advertising agency. Olsen was formerly connected with Erwin, Wasey & Co., of the same city.

BEAUMONT & HOHMAN agency has just opened its 11th office, in the Pacific Bldg., Portland, Ore., with Elwood Enke, formerly of Weller Service, in charge.



● ● ● Tommy Rockwell's hieing himself to the New York offices of Rockwell-O'Keefe, was to offer a partnership in the firm to Ralph Wonders . . . Don't be surprised if Lux Theater shortly presents Milt Gross' comic strip, "That's My Pop!" with Wallace Beery in the leading role. Fred Norman worked out the details of the deal. . . Though Drene is reported considering Barry Wood and Larry Taylor for the vacancy caused by Jerry Cooper's departure, the coveted show will land in the former's lap. . . Zip Keyes, first sax for Abe Lyman, had his right hand badly burned when an electric extension exploded. . . The 3 Musical Notes composed of two girls and a fellow audition today as a stand-by feature of the Vallee show. . . Henry Souvaine is auditioning 16 femme singers for Phil Spitalny. . . Connie Gates auditioned for Young & Rubicam for a spot on their summer series. . . Incidentally, the Marty May audition last week was for that agency—also for a summer spot.

● ● ● Agent Sam Lyons is one fellow who doesn't believe everything he reads or hears—he must find out for himself "that it's true what they say or print about Jack Pearl" . . . Last week, after Jack's show, he called some people to his home and gave them each telephone directories, asking them to call as many people as they wanted. . . Four phones were in operation, calling people on Second and Third Avenues in Manhattan, and persons on Bushwick Ave., Brooklyn. . . They were asked if they had heard Jack Pearl on the air and if they could mention the product the show was trying to sell. . . Of some 600 calls made that night, 387 mentioned the product! . . . Sam is really burned up now. . . "I expected that only TEN per cent of the 600 didn't listen to Jack—because I take that much out of his salary!"

● ● ● Tommy Dorsey bows out of his hotel spot the first and will do one-nighters around town. . . He wanted to cancel two of his airings because he can't really swing out on the trombone—he had two FRONT teeth extracted. . . George Griffin has been renewed on "Castles of Romance". . . Shefter & Brenner, piano ticklers, start a three-time weekly sustainer for NBC. . . Ellis Coronet auditioned for the Rainbow Room. . . Edward G. Robinson will repeat on the Smith "Band Wagon" in two weeks, doing "Bullets or Ballots". . . Miriam Grahame, now vacationing on a farm, will return to start a commercial May 15. . . Mickey Alpert is looking for a femme vocalist. . . Ben Bernie will introduce a new singer to his broadcasts next Tuesday. . . He is Pat O'Shea, discovered by Ben in Hollywood, and will be billed as the "red-headed Irishman". . . Col. Manny Prager will return to the fold. . . Mickey Garlock, now with Santley, is boosting biz for the Roxy, taking his friends there to see him conduct Ben's band—with billing also.

● ● ● John Mayo's two-year old daughter, Joan, is a typical modern child. . . She won't drink her milk in anything but a cocktail tumbler. . . Stan Lomax, sports announcer, has an heir, while Nat Brusiloff, the ork leader, was presented with an heiress to the baton. . . Radio Row is plugging the "Turn Off the Moon" score. . . Buddy Clarke, now that he has a flicker contract, is sporting a new Cord roadster, and Ed Strong, with recording biz way up, has a Lincoln Zephyr. . . "Renfrew of the Mounted" will be pictured in two Grand National flickers. . . Dutch Reagen, WHO sports announcer, at a breakfast tendered announcers by ad execs, ordered a competitive cereal. . . Nat Brandwynne also has a baby daughter.

NEW BUSINESS

Signed by Stations

WJJD, Chicago

American Bandage Co., through Jim Duffy Inc., 5-min. spots; Gude's Pepto Mangan, through Brooks, Smith, French, Dorrance, 5-min. spots; Gardner Nursery, through Northwest Radio Adv'g, Midday Roundup; Sure Laboratories, 15-min. preceding baseball; Emerson Drug (Bromo-Seltzer), baseball scores, through J. Walter Thompson; Kelly & Heeter (used cars), 15-min. disks; Kellogg Co. (Corn Flakes), baseball, through N. W. Ayer; Beautiful Lady Magazine, 15-min. music and talk, through Presba, Fellers & Presba; Goodall Co. (Palm Beach suits), through L. C. Gumbiner, N. Y., spots; Leadway Brand Food Stores, Irene Cabot, commentator, through H. V. Swenson.

Springfield, Mass.

WMAS: Canada Dry Ginger Ale, sidewalk interviews, 5 15-mins. weekly, 13 weeks, direction Turner Cooke; Franco-American program, 13 half-hours, Saturdays, direction John Barnisch; Retail Furniture Co., 15-min. disks, Fridays; Monarch Life Insurance (National Insurance Week), 3 disks.

WSPR: Springfield College, "Adventures in Science," 15-min. weekly; Whalen's Jewelry Co., four half-hours weekly, street interviews, direction Edward Tacy and Howard S. Keefe.

KFAB, Lincoln

Chevrolet, by Campbell-Ewald, 13 15-min. disks, thrice weekly; Blue Jay, by Ruthrauff & Ryan, 20 spots, 1 month; Certo, by Benton & Bowles, 30 spots, 1 month; Colgate-Palmolive, by Benton & Bowles, 130 spots, 5 days weekly through June; United Drug, via Spot Broadcasting, year of spots five-a-week; Vick's Chemical, by Morse International, spots, 13 times.

KSL, Salt Lake City

Mar-o-oil, "Radio Playhouse," 52 weeks, by W. E. Featherstone; Ice Cream Ass'n (National Ice Cream Week), spots; Dr. Broadus Eye Salon, "Romance of the West"; Hol-som Baking Co., "Recorded Adventures of Ace Williams," thrice weekly, placed by Ed Broman; Standard Optical Co., "Captains of Industry," 52-week disk series.

KFRC, San Francisco

Lambert Pharmacal Co., by Lambert & Feasley, N. Y., 30 spots; Boston Food Products Co., by Ferry-Hanly Co., N. Y., 104 5-min. spots, "Morning Hostess," starting May 4; Gragnano Products Co., by Emil Brisacher & Staff, S. F., "Betty Butler"; Stephanie S. Hoff Dress Shop, S. F., 30 spots.

KOA, Denver

Denver & Rio Grande Western R.R., 13 quarter-hours, reminiscences of the west written by Derby Sproul of KOA staff.

WITH THE ★ WOMEN ★

By ADELE ALLERHAND

OUR favorite shopping rendezvous are going air-minded with murmurs concerning a big variety show on the networks for Gimbel's getting more insistent all the time.... Jessica Dragonette will sing opposite Thomas Thomas in "The Lady in Ermine", the Al Goodman musical fantasy, this p.m.... Charles Kullman, her regular operatic protagonist, is momentarily worsted by things wrong with his throat.... A new femme addition to the Ford Dealers "Universal Rhythm" program is Carolyn Urbanek, American lyric soprano.... Dolly Stark, the lass who sports-announced for Atlantic Refining baseball broadcasts last season over WIP Philly, is scheduled to coach baseball announcers for N. W. Ayer as a member of their staff.... There's a gal who believes that women belong in the home-runs....

Joan Blondell is to be piped to New York from her native Hollywood for audition purposes this week.... Little Janice Gilbert will be heard on the Floyd Gibbons program Thursday.... Hardworking infant, that.... Ramona will continue to be heard from that Boston night club for the next two weeks.... East & Dumke are kept reminded of their "Sisters of the Skillet" activities every time they lunch at Paillard's where they go to indulge their passion for snails (escargots to you).... A small and ornamental skillet makes its appearance at their table at each meal.... Martha Moore, sec to CBS program department's Phil Cohan, is just about to say "I do"....

The First Lady and her daughter will broadcast together for the first time on May 5, on Anna Eleanor Boettiger's birthday, over NBC-Blue.... Mrs. Roosevelt will discourse on "Educating a Daughter for the Twentieth Century".... Rosaline Greene who announces for her on that Wednesday night program (her moniker then is Virginia Barr) commutes by plane between New York and Washington in order to meet her "Hour of Charm" and Roosevelt commitments without fail.... The "Three Graces" are doing a bit of chuckling on account of Rudy Vallee wrote to Harold Stokes eulogizing them and asking if they were available for radio.... Rudy forgot he had discovered 'em last year.... the gals were on his "Varieties" for SIX WEEKS....

★ Coast-to-Coast ★

VIRGINIA VERRILL, scheduled to begin a new CBS series from Hollywood Sunday night, did not make her appearance. Instead, Harriet Wilson and the Singing Strings, with Maureen O'Conner, provided some musical delectation.

Frank Barhydt, publicity manager at WHB, Kansas City, back on the job after recovering from an auto accident.

Bill Brown moves next week from Cedar Rapids to Des Moines to become sports announcer at WHO, succeeding Dutch Reagan, who is film-bound.

Earl Gammons, manager of WCCO, was a speaker at the homecoming to the Minneapolis Millers baseball team held in the Minneapolis Auditorium last week in cooperation with the Minneapolis Star. Station also supplied entertainment.

Marty Husbands of "Oh, Boy" at KSL, Salt Lake City, is the father of a girl.

Bob Edwards, who does "Movie-time on the Air" over KSL for a theater group in Salt Lake City, is on a month's business trip to Los Angeles. A sub is reading his chats.

CHICAGO

Malcolm Claire, NBC's story telling Spareribs, guest speaker at the Lions club's annual Father and Son Night yesterday.

Marian and Jim Jordan (Fibber McGee and Molly) giving a farewell breakfast this morning at the Santa Fe station for press and friends before starting for Hollywood to make a picture for Paramount. Children, Jim Jr. and Katherine, are going along.

LOS ANGELES

HOLLYWOOD's English Colony will stage a coronation salute, via NBC and shortwave to BBC, at 11 a.m. PST May 11. Douglas Fairbank's Jr. will m.c. the program, with NBC's Buddy Twiss announcing and producing. Among the artists lined up for the program are Ronald Colman, Madeleine Carroll, C. Aubrey Smith, Raymond Massey, Dave Niven, Ray Noble's band, and David Selznick as speaker representing the American Motion Picture industry.

C. J. Gilchrist, radio ed of Chicago Daily News, here on two-week vacation, bringing family here for the summer. Lunching with J. Walter Thompson's Ed Fortman, Gilchrist was greeted by nine Chicago friends lunching in the Derby the same day.

National Music Week will be celebrated by KGER's public service department with daily afternoon broadcasts from May 2-8. C. M. Dobyn,

manager, has lined up a group of singing societies, soloists and instrumental groups. Starts week with Oratorio Elijah from Civic Auditorium in Long Beach.

Recordings Inc. waxing disk series for General Paint, another for Union Pacific.

Wade Lane's Home Folks sold for 52 weeks on WDAF, Kansas City, starting May 9; Sunday Players sold for 52 weeks in Kansas City, Mertens & Price announces.

Thomas S. Lee, chief of the Thomas Lee Artist Service, (Don Lee web) will establish new headquarters in Hollywood with Robert Braun continuing as manager. New service will include screen and stage talent as well as radio. Offices to be in Equitable Building, Hollywood and Vine.

SAN FRANCISCO

VAN FLEMING, producer of NBC's "Carefree Carnival" hospitalized for two weeks. Four staff scripters substituting for him.

Don Thompson, NBC producer and announcer, flying to Montana for a series of broadcasts about the National Park.

KYA's Oakland studio, managed by Bill Gleeson, only in operation a month, have completed arrangements for nine remote control broadcasts with four more in the offing.

Jack Meakin's "Musical News" a half-hour program featuring a variety of items about the music business plus Meakin's individualistic arrangements, went coast-to-coast on NBC Red net for the first time last week.

NEW ORLEANS

Lou Childers finished his fourth consecutive season at WWL, being replaced by Hal Burns, who features the more sentimental type of hill-billy song (station terms it American Folk Music) with guitar accompaniment.

Standpack has renewed its 15-minute period daily program for 1-year over the same station, featuring Audrey Charles singing to string accompaniment. The headache powder is placed by J. Carson Bradley and Salisbury.

Drene is now on twice weekly instead of once for 15 minutes a stanza. "The American Crusader" political weekly, will continue its weekly half hour broadcasts over WBNO here. Broadcasts are largely editorial comment on news.

MRS. MARTIN JOHNSON

EXCLUSIVE MANAGEMENT
CLARK H. GETTS, INC.
WALDORF-ASTORIA

ORCHESTRAS MUSIC

SHEP FIELDS has a crowded summer schedule practically set, with arrangements to musicmake at the Sun and Surf Club, at Manhattan Beach and at Atlantic City's Steel Pier almost completed.

Vivian Vorden and her all-gal ork, heard regularly at KONO are playing an engagement at the Gleam Night Club, San Antonio.

Johnny Fielder's KONO Band is booked solid for dances in San Antonio for the next two months.

Maestro Wally Stoefer takes musical command at the Empire Room, Hotel Utah, in Salt Lake City, replacing Ray Herbeck and his musical aggregation there. Kirby Brooks and Jean Van Dyke will be featured soloists for the six-week engagement. KSL will release two remotes a week.

Jack Mills have secured the rights to Audrey Call's literary suite for violin titled "Canterbury Tales," a musical account of the Windsor-Simpson romance. The first part is subtitled "To the Lady from Baltimore"; the second, "The Bishop Checkmates"; and the third, "The Duke Takes a Train." Lyrics are lacking.

WDAF, Kansas City, this week resumed nightly broadcasts from the Hotel Muehlebach grill. That station's lines were removed from the hotel several years ago when the local union demanded the employment of a standby orchestra. A private agreement has been worked out by the hotel and the union making airings possible again. Eugene Crum of the WDAF staff will announce the new feature.

Mark Fisher and his orchestra, now appearing at the Chateau Country club, are the newest addition to the WTMJ Dancing in Milwaukee party.

Joe Reichman and his orchestra, now heard from the Fairmount Hotel in San Francisco via NBC, will return to the Cocoanut Grove in Los Angeles next month with the longest contract ever given a bandleader at that spot (6 months). The NBC wire goes with him.

The Tavern RADIO'S RENDEZVOUS

MAKE THIS YOUR
LUNCHEON—
DINNER—SUPPER CLUB

158 W. 48th St. Toots Shor

COMMENTS

On Current Programs

Comedy Checkup

General average for the comedy programs over the week-end came up a little. The best fun was provided by Jack Benny and Eddie Cantor.

Jack had a sort of "Mutiny on the Benny" in which he scrapped with his cast and made them skiddoo, with good laugh results.

Eddie had trouble with announcer Jimmy Wallington, and immediately Ken Niles and Don Wilson walked in to apply for the job. It was a neat piece of business.

Another scrap turned up in the Milton Berle show, now cut to a half-hour, and it wasn't so hot.

Except for the bright spots injected by Erik Rhodes, the Twin Stars (Victor Moore and Helen Broderick) program remained in the cellar.

Stoopnagle and Budd, in defiance of critical condemnation, resumed the Harry Von Zell murder mystery, which was to have ended the week before. It was as painful as ever.

Phil Baker's stuff did some egg-laying.

Bert Lahr didn't have such good material, but he demonstrated he can register if he gets it.

"Fun in Swingtime"

Tim and Irene, with Bunny Berigan orchestra on WOR-Mutual Sunday night 6:30-7 p.m., proved a much brighter show than the opening one. If it continues to reveal comparative improvement, it should eventually be one of the many good Sabbath night entertainments. Couple of situations were used, such as the "surprise party" for Tim; also good was the straight ballad and swing version of "What Should I Tell My Heart," which developed nicely. Commercial for Admiracion shampoo and tonic (National Oil Products) was not heard until more than 10 minutes of the program had elapsed. Subsequent credits stress the combination package worth \$1.10 which is available for 55 cents as a "double value" bargain. Apart from this, Berigan, one of the best light trumpet players in the country, does not overdo the swing stuff but also offers contrast. And no harm would be done if Irene threw in an occasional hillbilly vocal.

More Religion

WHBY, Green Bay, Wis., is the latest station to challenge the claim of WBNY on regular broadcasting of a Catholic High Mass. WHBY has been offering such a feature since March, 1925, according to Program Director Bert C. Mulroy.



"SATURDAY NIGHT VARIETY SHOW"

Sustaining

WOR, Saturdays, 8-9 p.m.

REVUE OF BIG-TIME CALIBER WITH PLENTY OF TALENT AND DIVERSIFIED FARE.

Although this weekly feature has been on the airwaves for some time, under the able piloting of Benay Venuta, the temporary withdrawal of the blonde star to appear in the new legit show, "Orchids Preferred," places the program in the emceeing hands of Howard Doyle. The performance turned in by Doyle at last Saturday's session augurs favorably. He has a voice that registers nicely and a good style in the handling of the performers on the bill. The comedy material given Doyle for his initial show wasn't entirely in the upper brackets, but the way he handle it, with Nat Brusiloff as stooge, was evidence that he can do the right thing by the right stuff.

Talent and show generally is right up in the big-time class. Specialty singers include Willard Amison, Sid Gary, Helen Daniels and the Charitoers, with Brusiloff's orchestra doing a fine job on the musical background. Selection of numbers for both solos and ensembles, was varied and at the same time harmonious with the program as a whole.

"LIVING DRAMAS OF THE BIBLE"

Sustaining

WABC (CBS network), Sundays 2:30-3 p.m.

DRAMATIZED BIBLICAL EPISODES IN MODERN LANGUAGE MAKE GOOD SUNDAY PROGRAM.

As a Sunday program, this was a good idea. The dramatizations, using modern language and designed to be non-denominational, are by prominent playwrights and writers, and the cast under the direction of William N. Robson is an excellent one.

Initial offering was "The Story of Job," by Margaret Sangster. It depicted the incident where Job's faith in God is put to the test by a devastation that wipes away his children and all his possessions, but Job holds to his belief that the Lord does all things for the best; and, with friends rallying to his aid, Job is restored by prosperity and lives to a ripe old age.

It makes good entertainment aside from its elevating and worth while qualities.

"WILL ROGERS MEMORIAL"

Special Event

CBS Network, April 25, 5-5:30 p.m.

EXCELLENT AND APPROPRIATE TRIBUTE TO LATE COMEDIAN.

Except for the fact that it seemed kind of odd that the Hollywood portion of the program was contributed

by a film studio other than the one where Will Rogers made his pictures for so many years, this memorial program was a fitting tribute. After a few preliminary remarks by Arthur Gillmore, the California sequence was emceed by Fred Waring, whose orchestra presented "Wagon Wheels," followed by Dick Powell in "My Little Buckaroo," Leslie Howard in an impressive recitation from "Thanatopsis" and Tom Waring and the Glee Club in "Home on the Range."

Then from Washington, Chairman Anning S. Prall of the FCC, as spokesman for radio, said a few words. Final portion of the broadcast came from New York and included Capt. Eddie Rickenbacker, Jack Pearl and Cliff Hall (Pearl having to get up from a sick-bed for the occasion), Lanny Ross, Jessica Dragonette and The Revellers.

"EVERYBODY'S MUSIC"

Sustaining

WABC (CBS Network), Sundays, 3-4 p.m.

REVIVAL OF SERIES POPULARIZING BETTER MUSIC WITH HOWARD BARLOW CONDUCTING.

Originally presented for a spell last summer, this musical presentation by Howard Barlow comes as a welcome revival. It has double merit, first because it offers music of the better class though not the too heavy kind, and second because it presents that music in such a way that it is made understandable and enjoyable to the average person instead of merely the musical intelligentsia. For the latter service, the commenting efforts of Henry M. Neely deserve credit. His narration of the music's background and his explanation of its meaning are absorbing, informative and helpful to the person who wishes to better understand and appreciate the good music.

On Sunday's initial program of the new series the repertoire included three works by comparatively modern composers, namely, "Festival" by Debussy, "Pohjala's Daughter" by Sibelius, and "Death and Transfiguration" by Richard Strauss.

Maestro Howard Barlow handled the orchestra with his usual skill.

"SUNDAY AFTERNOON PARTY"

Sustaining

WBBM, Chicago (CBS Network), 4-4:30 p.m. EDST.

MERRY ASSEMBLAGE OF VARIETY ENTERTAINMENT DISPENSED IN BREEZY STYLE.

With Harold Isbell as m.c. and Carlton Kelsey's orchestra supplying the musical setting, this new Sunday afternoon series from the Chicago studios of CBS got off to a fast start despite a few lame jokes. Isbell handled the emceeing with amiable informality, exchanging amusing banter with Kelsey and the laugh-

GUEST-ING

CAPT. BOB BARTLETT, placed by Clark H. Getts Inc. on Stoopnagle and Budd program, May 2 (NBC-Red, 5:30 p.m.)

W. C. HANDY, composer of "St. Louis Blues," on "Cavalcade of America," May 6 (CBS, 8 p.m.)

MARIA JERITZA, on Rubinoff program, May 2 (CBS, 6:30 p.m.)

GREENFIELD VILLAGE MIXED CHORUS, on Ford Sunday Evening Hour conducted by Eugene Ormandy, May 2 (CBS, 8 p.m.)

GERTRUDE NIESEN, set by Paul Ross of Columbia Artists Inc. for final Ed Wynn broadcast, May 8 (NBC-Blue, 8 p.m.).

Bateman Quits WKRC

Cincinnati — Stanley R. Bateman, WKRC sales manager, has resigned to join Burkhardt Bros. here as sales promotion manager. Timothy S. Goodman, general manager of WKRC, will announce Bateman's successor this week.

"Town Meeting" Fading

"Town Meeting of the Air," sustaining series aired Thursdays over NBC-Blue, fades from the air following its broadcast this week. The NBC Spelling Bee, a series aired by the network on Saturdays, will take over the 9:30 p.m. Thursday spot.

Cottingham to Washington

Robert W. Cottingham has been transferred from NBC's news division in New York studios to Washington, D. C. Cottingham will become assistant news editor of NBC in that city.

Tito Guizar Booked

Tito Guizar will appear at Loew's State on Broadway beginning April 29 and opens at the Metropolitan theater in Boston May 6. Bookings set by Paul Ross of Columbia Artists Inc.

dispensing Kitty O'Neill. Excellent vocal contributions were made by Paul Small, Edna O'Dell, and Sherry McKay and The Three Notes.

Though structure of the show doesn't differ from the general run of variety programs, it's entirely enjoyable. Ken Ellington handled announcements.

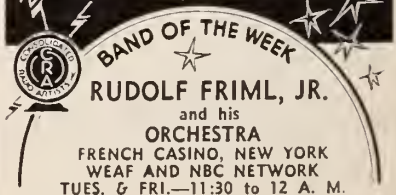
CONSOLIDATED

RADIO ARTISTS, INC.

30 Rockefeller Plaza, N. Y. CO. 5-3580

CLEVELAND • CHICAGO • DALLAS • HOLLYWOOD

America's Leading Radio and Dance Orchestras



RUDOLF FRIML, JR.

and his

ORCHESTRA

FRENCH CASINO, NEW YORK
WEAF AND NBC NETWORK
TUES. & FRI.—11:30 to 12 A. M.



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 56

NEW YORK, N. Y., WEDNESDAY, APRIL 28, 1937

FIVE CENTS

Five-Day Week for NBC

KMOX AND KWK BATTLE VIA NEWSPAPER SPACE

St. Louis—Intense rivalry between KMOX and KWK reached a new high when John Conrad, advertising manager and special events director for Thomas Patrick Inc., KWK owners, swung a deal with the Globe-Democrat, only morning paper, for a column of space to exploit the NBC station's programs. Action checkmates the deal made recently by James D. Shouse, KMOX general manager, and Jerry Hoekstra with the Star-Times, afternoon paper.

Post-Dispatch, afternoon paper with
(Continued on Page 3)

Original Radio Opera Is Ordered by NBC

Gian-Carlo Menotti, young composer whose opera bouffe, "Amelia Al Ballo," was presented with sensational success in New York two weeks ago, has been commissioned by NBC to write an original opera for radio, it is announced by Lenox R. Lohr, president of NBC. The new opera is to be ready for its world premiere at Radio City by the end of 1937.

NBC not only will have first performance rights but all radio rights for three years, also an option on three more original operas by Menotti.

Paris Expo Buys Time On Five Stations Here

Five stations in local metropolitan area have been signed to air special programs on the Paris International Exposition, week of May 2-8. Series will be aired on a co-operative basis. Exposition sponsors shows, but plugs the World's Fair to be held here in 1939. Stations carrying programs are
(Continued on Page 6)

Opera on Mutual

Chicago—Frank Schreiber of WGN is closing a deal whereby the Mutual network will air exclusively the popular summer opera concerts at Ravinia Park, local suburb. Chicago Symphony Orchestra, with such nationally known guest conductors as Alfred Wallenstein, will be heard in two-hour performances on Saturday evenings.

Ascap Bill Advances

Lincoln, Neb.—Anti-Ascap bill was advanced to the third reading in the legislative session by unanimous vote yesterday.

4 NEW COMMERCIALS SIGNED FOR WLW LINE

The "WLW Line," of which WHN is the New York member, has signed four new commercials to start between now and fall. The first, due to begin on or about May 31, will be sponsored by Bristol-Myers Co. for Vitalis, with Pedlar & Ryan handling the account. The other three are Franciscan Fathers (Ave Maria hour), now broadcasting as a sustainer to WLW only, but due to begin on WHN, WFIL and KQV soon; Four Way Cold Tablets, for early fall, and a complete football schedule,
(Continued on Page 2)

WOAI and Ad Agencies Starting 8-Week Series

San Antonio—First program in the eight-week series being sponsored by WOAI and local advertising agencies will go on the air Friday 7-7:30 p.m. from the ballroom of the St. Anthony Hotel. Initial broadcast is a co-operative affair put on by the station and all the agencies. Succeeding programs will be aired each week by a different agency.

"The Talent Parade", first show,
(Continued on Page 3)

NBC and WOR Expanding In Custom Recording Field

Radio Problems Aired At ANA Conference

Hot Springs, Va.—Radio problems occupied yesterday's morning session of the Association of National Advertisers' semi-annual meeting, which closes today. Talks were delivered, in a closed session, by D. P. Smelser of P. & G. on today's radio troubles, A. W. Lehman on rural radio habits,
(Continued on Page 6)

Five-Day Week for Announcers, Producers, Sound Men--WNEW Will Follow--Other Union Deals On

BASEBALL SPONSORS PAY CHI STATIONS \$500,000

Chicago—The passion for baseball will cost a pretty penny—a half million dollars or more—in Chicago this season. On top of the five play-by-play accounts every afternoon, all sponsored, there are a score or more pre-game interviews, dugout discussions, after the game arguments, evening sports summaries, one hour rehearsals during the dinner hour of an out-of-town game, and more roundups far into the night.

This concentration on sports is giving Chicagoland listeners about 14 hours a day of sports reporting on six Chicago stations. On days when there are double headers it runs an
(Continued on Page 4)

Rubinoff's Chevy Show Goes Straight Musical

Chevrolet Motor Co., sponsors of the Sunday night program which features Rubinoff over the CBS network 6:30-7 p.m., is completely revising the format of the broadcast starting May 1. Fred Keating, emcee on the show, is off, and Walter Cassel, baritone booked for four guest shots, has been set as a steady member of the cast along with Rubinoff and
(Continued on Page 2)

A five-day week for all NBC announcers, production men and sound effects personnel was announced yesterday afternoon by Lenox R. Lohr, NBC president. Order affects all 15 NBC owned and operated stations which employ over 300 men in these capacities. The new system will be put into effect just as soon as satisfactory schedules can be worked out and additional personnel trained for their respective positions, Lohr said.

Meeting of the bargaining committees of CBS and the "American Guild of Announcers and Producers" held yesterday morning, culminated in the Guild obtaining wage and hour concessions for WABC which may form the basis for an agreement with CBS. Roy Langham, president of the Guild announced last night. Membership of the Guild will meet later this week to consider whether the CBS offer should be accepted, rejected, or committees should continue negotiations.

From WNEW, Newark, Bernice Judis, manager of the station, announced that effective Aug. 1 all its
(Continued on Page 3)

4 NBC Stations Join In WOWO Salute May 1

Fort Wayne, Ind.—Four NBC stations, WJZ, New York, WBZ, Boston, KDKA, Pittsburgh, and WENR, Chicago, will contribute to the one-hour ceremonies when Westinghouse's WOWO here joins the NBC-Blue basic network Saturday. At the same time WOWO and its sister station, WGL, will dedicate new offices and
(Continued on Page 2)

Edison Vox Pop

Chicago—Commonwealth Edison, oldest local sponsor, who just finished a Sunday symphony series which had run continuously since April, 1922, will try a Vox Pop series, three-a-week at 12:15 p.m., starting May 10 over WMAQ. Charles Lyon will interview customers in lobby of public service company's headquarters.

By HOWARD J. LONDON

While no official announcement has been made, NBC and WOR transcription departments this summer will enter the custom recording field in direct competition to World Broadcasting System, Decca, Jean V. Grombach Inc. and others, it has been learned. CBS, also, due to a recent amendment to its corporate by-laws,
(Continued on Page 3)



Vol. 1, No. 56 Wed., Apr. 28, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp., J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk and Verne Bailey, 6425 Hollywood Blvd. Phone Granite 6607.

Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

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FINANCIAL

(Tuesday, Apr. 27)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	165 1/4	164 1/4	164 3/4	+ 1/4
Crosley Radio	22	21 1/4	21 1/2	+ 3/8
Gen. Electric	53 1/8	51 5/8	52 3/4	+ 1 1/2
North American	25 5/8	25	25 1/2	+ 1/2
RCA Common	9 5/8	9 1/8	9 5/8	+ 1/4
RCA First Pfd.	71	71	71	+ 1
RCA \$5 Pfd. B.				
Stewart Warner	19 1/4	18 7/8	18 7/8	- 1/8
Zenith Radio	34 1/4	33 1/4	34 1/4	+ 1/2

NEW YORK CURB EXCHANGE

Hazeltine Corp.	4	3 7/8	4	+ 1/8
Majestic	2 1/4	2 1/8	2 1/8	- 1/8
Nat. Union Radio	2 1/4	2 1/8	2 1/8	- 1/8

OVER THE COUNTER

	Bid	Asked
CBS A	52	54
CBS B	51 1/2	53 1/2
Stromberg Carlson	14 1/2	15 1/2

2 New WMCA Series

"Vanishing New Yorkers", dealing with localities whose occupations are disappearing, debuts on WMCA tonight at 8:45-9 p.m. as a weekly feature.

Tempo King, swing songsters, featured on the Inter-City Express, returns to WMCA in a new series at 9:30 tonight. He also will be heard in "Swing Time and Waltz Time" at 6 p.m. Sundays with Carl Fenton's orchestra.

WBNX Bohemian Series

"Salute to Bohemia", all-Bohemian program, makes its debut Monday 9:30 p.m. on WBNX. Jimmy Voite has been recruited from WHK, Cleveland, to emcee the show, which will present guest stars. First program will be in English and Czech.

LOUIS ARMSTRONG

AND HIS ORCHESTRA

Fleischmann's Yeast, Fridays, NBC Blue, 9 P. M.

2nd week at Paramount, N. Y.
JOE GLASER, PERSONAL MANAGER
ROCKWELL O'KEEFE, INC.

EDDIE CANTOR WRITES

THE following letter from Eddie Cantor to the editor of RADIO DAILY speaks for itself:

"First, congratulations on the alertness and entire setup of RADIO DAILY. The Radio Editors' Forum, especially, is the most constructive feature—which brings me to the point:

"In the issue of April 15, Ina Wickham of the Davenport (Iowa) Democrat mentions as one of her pet peeves the 'trailers' sent out on various programs, which are printed and then, without a word of warning, never take place on the program. Miss Wickham says this happens very often on the Eddie Cantor programs.

"May I explain our position? I inaugurated, at no little expense, a 'pre-view broadcast', which we hold each Sunday at 12:30. At this time we allow a representative studio audience to tell us by its reaction what to eliminate and what to elaborate upon for the actual broadcast. Hence many times I have been forced to remove a song number or even a personality because of length. I have been forced to rewrite certain comedy scenes, etc. All of this, we believe, works out to give us a better show.

"Although I can readily understand Miss Wickham's annoyance, I know she will appreciate with me that 'the play is the thing'."

4 NBC Stations Join In WOWO Salute May 1

(Continued from Page 1)

studios in the Westinghouse building. High city and state officials and radio stars will participate in the program. WOWO has 10,000 watts and a clear channel frequency of 1160 kc.

Rubinoff's Chevy Show Goes Straight Musical

(Continued from Page 1)

his orchestra. The show will change from a variety program to a musical feature devoted to concert and light opera tunes. One guest star per show will be presented, with Madame Jeritza starting the parade May 1. Program is aired over a network of 88 stations, and is handled through Campbell-Ewald, Detroit.

Wm. Hillpot Joining NBC

William Hillpot, now a member of Lord & Thomas radio production department, joins NBC Artists Service on May 15. Hillpot before entering the production field was frequently heard on the air with Scrappy Lambert.

NBC Spelling Bee at Night

NBC Spelling Bee winds up its current Saturday 4:30-5:30 p.m. series this week and starts a new 9:30-10:30 p.m. Thursday night series May 6, filling the spot vacated by Town Meeting of the Air.

New Dramatic Duo

Radio Events Inc. is introducing a new dramatic duo in the team of Georgia Backus and Karl Swenson in "Moment in Romance", a light serial with Mexico as the opening locale.

Girl Quartet Signed by CBS

Columbia Artists Inc. yesterday signed the Four Stars, all-girl quartet, to an exclusive contract. Quartet will be heard on Mondays from 3-3:30 p.m., Wednesdays, 5:15-5:30 p.m. and Fridays, 6:15-6:30 p.m.

4 New Commercials Signed for WLW Line

(Continued from Page 1)

with sponsor, although already under contract, not as yet announced.

Eldon Parks, WLW program director and Frank M. Smith, general sales manager of the same station, will arrive in New York next Monday. They will spend one week here listening to auditions. Louis K. Sidney, managing director of WHN has already weeded out considerable of the talent applicants.

The next special exchange program scheduled to be heard over the wire will be aired tomorrow when a special Democratic party dinner tendered James Farley will be heard through the WLW studios from 10-10:30 p.m.

WPA "Serenade" Expands

"Serenade at Nine" replaces "Serenade at Eight," a program of songs and chorals by the Radio Division of the WPA Federal Theater, which has been broadcast Sundays 8 p.m. over WMCA. New show will be aired Tuesdays, 9-9:30 p.m., beginning May 4 and will be twice as long as the previous programs.

3 WOR Programs Switch

WOR has switched spots for three programs. Alfred Wallenstein's "Symphonic Strings" goes from Wednesdays to Sundays, 7:30-8 over WOR-Mutual. "Jazz Nocturne" moves from Wednesdays to Sundays 8-8:30 p.m. Morton Gould's Sunday program goes to Wednesday 8-8:30 p.m.

WOR Fur Co. Denies Charges

WOR Fur Corp., New York, yesterday filed a general denial to the trade-mark infringement suit brought against the company in Federal court by WOR and L. Bamberger Co. WOR in the complaint claims that its call letters are being used by defendant for the sole purpose of appropriating the station's reputation and good-will.

Martin Block Laid Up

Martin Block of WNEW's "Make Believe Ballroom" is laid up by illness.

COMING and GOING

CHARLES E. GREEN, president of Consolidated Radio Artists, left yesterday for Hollywood, to be gone about a week.

DON HAYNES of Cleveland office of CRA back home yesterday.

A. S. KIRKBY, managing director of Drake Hotel, Chicago, in town for day or two.

RICHARD BONELLI, featured on "Universal Rhythm", Ford Saturday night program, will broadcast this week from the Detroit Masonic Temple, because he's contracted to sing "Pagliacci" with the Detroit Civic Opera.

TOM REVERE, radio director of Benton & Bowles, leaves for Hollywood tomorrow.

NAT ABRAMSON of the WOR Artists Service is in Chicago consulting with Frank Schreiber of WGN on Mutual band pickups.

WERNER JANSSEN and ANN HARDING (Mrs. Janssen), who returned a few days ago from abroad, have left for Hollywood.

EDGAR BERGEN leaves for the coast after tomorrow's Rudy Vallee broadcast.

ARTHUR BODANSKY, conductor of the Metropolitan Opera orchestra, and MRS. BODANSKY will sail for France aboard the Normandie today.

AL DONAHUE returns from Bermuda after playing for the Coronation Ball, on May 17.

NOEL COWARD sails today aboard the Normandie.

ROY DURSTINE, vice-president and general manager of BBDGO, sails today on the Normandie for France.

G. K. HOWARD, general manager, and W. K. NORTON, assistant to the general manager of General Motors, sail on the Normandie today.

KATE SMITH will leave for Washington on Friday to spend her birthday (Saturday) with her family there.

ELDON PARKS and FRANK M. SMITH of WLW will arrive in New York from Cincinnati on Monday and remain here a week.

WESG Installs United Press

Elmira, N. Y.—WESG on Monday began series of two 10-minute news-casts daily at 8:15 a.m. and 6:30 p.m. using United Press teletype reports exclusively. Contract calls for one year under sponsorship of Van Dyne Oil Co., distributors of Tydol Gas and Veedol Oil. Glenn Williams is behind the mike after a long competitive audition. Williams has a background of ten years as newspaperman and aircaster. He was formerly ace newscaster at WHP, Harrisburg, Pa., and assistant manager at WKOK, Sunbury, Pa., doing sports, special events and features in addition to news.

Patricia Norman on "Parade"

Patricia Norman was signed yesterday as the femme vocalist on the NBC and CBS "Hit Parade" broadcasts. She succeeds Edith Dick, who resigned to go west for films. American Tobacco (Lucky Strike cigarettes) sponsors, with Lord & Thomas as the agency.

LEO SAYS:

8:00 to 8:30 P.M.
Broadway Melody Hour
starring Col. Jay C. Flippen
with Irving Aaronson and his
Commanders.

WJLN DIAL 1010
AFFILIATED WITH
M-G-M-LOEWS



NBC, WOR EXPANDING IN CUSTOM RECORDING

(Continued from Page 1)

can enter the recording field on short notice if it so desires.

NBC is now enlarging its transcription quarters in Radio City and recently added Robert Friedheim to its sales staff. Friedheim and Frank Chizzini, assistant manager of the department in charge of sales, will be the advertisers and agency contacts. NBC for some time has mulled over the possibility of entering the custom recording field, and pressure from clients within the past few months for such a service brought the plan to a head.

For the same reason, WOR has decided to enter the field. When the transcription service was introduced several months ago under the direction of Ray Lyons, WOR development engineer, it was thought that only instantaneous and a few off-the-line recordings would be made. Station has made arrangements with a Newark concern to produce the masters and make the prints. Robert Clarkson is the WOR transcription salesman.

Both NBC and WOR have their own respective artist bureaus, production departments, announcing staffs and studio space for production of recordings, so the expense involved in the expansion plans is nil. WOR did have to invest in recording equipment, but NBC will continue to pipe the programs to the RCA-Victor plant on East 24th, or can produce the show in Victor's studios.

World Broadcasting in the past has cut and produced over 65 per cent of the custom recording work done in this country. Regular clients include Chevrolet, Procter & Gamble, Studebaker, Larus & Bros., Ford Dealers of America, Sterling Products and a long list of other large corporations.

At the recent special meeting of CBS stockholders an amendment to the company's charter was approved which allows CBS the right to enter the recording field if it wishes to at some future time. Clause allows for recordings using either the new as yet undeveloped field of recordings on film or the standard master record method now used. Clause reads:

To purchase, lease and otherwise acquire, to maintain and operate, and to sell, let and otherwise dispose of radio broadcasting, television, sound recording, moving picture studios, plants, and factories of all kinds and descriptions; to invent, manufacture, buy, lease and otherwise acquire, to maintain and operate, and to let, sell, and otherwise dispose of any and all machinery, instruments, implements and devices of any and every kind and nature pertaining to the

CLAUDE SWEETEN

NEW PROGRAMS—IDEAS

Inquiring Far Afield

Leonard L. Hofmann, director of WHDL, Olean, N. Y., tried a variation of the "inquiring reporter" idea, and at the same time demonstrated the station's extensive spot coverage facilities, by having the program originate from four different points, three where the station has studio facilities and one covered with its portable-mobile unit.

First street interview is conducted in Olean by staff announcer Freddy Meyer. Program is then switched to Bradford, Pa., where Russ Brinkley comes in with an interviewee; then to the campus of St. Bonaventure College, Allegany, N. Y., where Jim Hayes does the inquiring, and finally to a city bus or railroad terminal where Dave Jefferies talks.

"Safety Musketeers"

Cooperating with the Safety Committees of the Salt Lake City Department of Public Safety and the Chamber of Commerce, KSL is presenting a series of safety programs titled "The Safety Musketeers." With material furnished by the Office of Education, Department of Interior at Washington D. C., this series of weekly broadcasts Saturday, 4 p.m. is directed against accidents—"America's Public Enemy Number One!" Series is being directed by Irma F. Bitner.

Pupils Discuss Current Topics

Denver — Helen Anderson, school teacher, directs a KOA program, "Too Young to Vote," wherein high school students discuss topics in the public eye, such as the supreme court question, neutrality, etc. No script is used, and the opinions voiced are so pertinent that several of the executives of KOA drop their duties and flock to the studio during the airing.

KMOX and KWK Battle Via Newspaper Space

(Continued from Page 1)

largest circulation, affiliated with KSD, devotes two sticks of space for the outstanding KSD programs and blackfaces its programs in the regular column which also carries the KMOX, KWK, KFUO, WEW and WIL schedules.

WTMV, East St. Louis, hasn't been able to break into papers here with its programs.

same; and to produce, reproduce, disseminate, and record aural and visual images, alone or in combination with each other, by means of films, records and other devices of whatsoever name or nature, whether now or hereafter known or discovered.

CBS pointed out that the amendments were added to broaden CBS' corporation charter generally and to include television broadcasting. Also the fact that CBS stock will make application for listing on the New York Stock Exchange and soon split the stock two for one.

Woman's Side of News

St. Paul—A new show, designed for the women and spotted at 3 p.m. Mondays through Fridays, goes on the air over KSTP this week.

Conducted by Bee Baxter, who runs KSTP's daily Household Forum, the new shot will be known as "The Women's Side of the News," and will be filled with interesting news of the women, an interpretation of the news from the woman's angle, and stories with a "homey" angle.

The show is under a local 26-week sponsorship.

Sports Oddities

St. Paul—A new type of sports show, cooked up and presented by Halsey Hall, sports commentator of KSTP and Minneapolis Journal sports writer, has taken to the air over KSTP for a 10-minute shot every week night with a sponsor in the bag for 13 weeks.

Program is "Sports Oddities," during which Hall, in rapid-fire colorful delivery, presents odd facts culled from past years and all parts of the world in the field of sports.

Give Legislators Time

KFEL, Denver, is giving members of the state legislature a chance to defend their stands on various measures via a microphone set up in the state capitol building five mornings a week. Both pro and con speakers are interviewed. Dialers interested in politics are finding the talks of keen interest.

"Nerves of Steel"

A 30-minute series, "Nerves of Steel," depicting thrilling careers, has been started by Jim Cox on KFAB, Lincoln. First show glorified Wild Bill Hickok, and second dealt with career of Arizona balloon buster Frank Luke.

WOAI and Ad Agencies Starting 8-Week Series

(Continued from Page 1)

will consist of outstanding local professional talent and an orchestra under direction of Ernest Hauser. Special invitations have been sent to over 600 business men and women to attend the broadcast.

Purpose of the series is to promote effective advertising in South Texas. Agencies participating include Bernard M. Brooks, Shea Radio Advertising, Lewis Werner, Pitluk Advertising Co., Wyatt, Aniol & Auld, Payne Advertising Co. and Marion Johnson Advertising Co.

STATIONS!

The . . .
Morning Bulletin Board
America's Perfect Morning
Variety Show
STAR RADIO PROGRAMS, INC.
250 Park Avenue New York City

5-DAY WEEK ON NBC; OTHER DEALS PENDING

(Continued from Page 1)

technical staff would go on a five-day 40-hour week. WNEW technicians negotiated with the station through their own "inside union."

While RADIO DAILY is not privileged to reveal the details, an important announcement concerning shorter hours for station personnel will be made later this week by another New York station.

On the WHN front, Herbert Pettey and Charles Moskowitz, representing WHN; Harold Katan, Mort Borow of the American Radio Telegraphists Assn., and representatives of the WHN technical staff, met last weekend, according to Katan, and agreed to negotiate further with the ARTA within the next three weeks. Conference was held on amiable grounds and it was also agreed that no WHN engineers would be discharged.

Pettey, however, denies that he or Moskowitz was present at the meeting and all union negotiations are in abeyance until Louis K. Sidney returns from Hollywood about May 15.

In addition to deal with WHN, the ARTA now has signed contracts with WBNX and WHOM. What the future plans of the ARTA are, and what station will next be singled out for a ARTA membership drive, Katan would not disclose. He did say, however, that the ARTA has members in both CBS and NBC technical employees unions, and that ARTA expects to add these groups to its membership in due time.

Another fact brought to light by ARTA is that certain New York stations are employing radio operators who do not receive any remuneration whatever, except time on their radio ticket.

In conjunction with the NBC announcement, Lohr said: "Because of the irregular hours which production men, announcers and sound effects men are frequently called upon to put in, in the course of their duties, we feel that the benefit to be derived from two full days of relaxation a week will immeasurably increase the efficiency of these men, and through them the efficiency of NBC in its service to the public and its clients."

"BARON MUNCHAUSEN"

JACK
PEARL

RALEIGH and
KOOL CIGARETTES
WJZ-10 P. M. E.S.T.—Friday
NBC Network
Dir.: A. & S. LYONS, Inc.

NEW BUSINESS

Signed by Stations

WNEW, New York

Madison Personal Loan, 52 weeks of 5-min. daily spots, through Klinger agency; Pacific Radio Co., 3 fifteen min. musical programs a week, 13 weeks, Schillin agency; Abelson's Inc. (jewelry), renewal, 68 spots a week for 52 weeks, Schillin agency; Madison Personal Loan, daily 7-7:30 program, starting May 10, indefinitely; Dunlap Marathon, 19 weeks, 15-min. weekly, through Schillin agency; Edre (beauty salon), 5-min. daily spots on "Moments With Margo".

WIP, Philadelphia

Gardner Manufacturing (hair shampoo), 4 spots weekly, 6 weeks; Webster-Eisenlohr, 15-min. period 6 times weekly, 25 weeks; William Reinhardt (building and loan), quarter-hour weekly, 6 weeks; Highway Mission (religious), half-hour weekly; Tappins Inc. (jewelers), through Shillan Agency, 15 five-min. announcements, five 15-min. programs and 14 spots weekly.

WOAI, San Antonio

South Texas Cotton Oil Co. (Crustene), through Franke, Wilkenson & Schiwetz Co., Houston, 3 weekly 15-min. programs; Bohnet Bakery (Mel-O-Toast), 3 weekly spots, through Payne Advertising Agency; Procter & Gamble (Dreft) 5 weekly 15-min. transcriptions through Compton Advertising Co.; Mitchell Laboratory, weekly Newscasts.

WIP, Philadelphia

Gardner Manufacturing Co. buys additional time on WIP to continue its test series for a national spot campaign for Veet (hair shampoo). Takes four spots weekly, May 11-June 24, a similar contract carried locally over WFIL.

WAAB, Boston

Webster-Eisenlohr, N. Y. (Girard cigars), 78 15-min. racing results, through N. W. Ayer; Axton-Fisher Tobacco, Louisville, 168 15-min. baseball programs, through McCann-Erickson, N. Y.

WHO, Des Moines

Penn Tobacco Co., Wilkes-Barre, Pa., by Ruthrauff & Ryan, 15-min. daily "Today's Winners", sports.

1	9	3	7
SUN	MON	TUE	WED
4	5	6	7
10	11	12	13
17	18	19	20
24	25	26	27
31	1	2	3

BIRTHDAYS

April 28
Greetings from Radio Daily to
Lionel Barrymore
Joan Blaine



● ● ● Thomas L. Thomas has been signed as a permanent singer on "Show Boat"... Bing Crosby has been renewed on his program until 1940!—at \$7,500 per show... Packard, minus Fred Astaire, may remain on the air during the summer... With that in view, Joe Cook's sponsor, Shell, is looking for other available time... Lloyd Pantages, Hollywood gossip, has auditioned successfully and will be heard via NBC-Red next month—sponsored... Mary Eastman has been renewed for one year on her Saturday Night milk show... Gertrude Berg is auditioning talent for a new script show which may go on for the summer... Neila Goodelle opens in the Persian Room next month... Jimmy Jemail, the inquiring photographer, is readying a script show for NBC based on the adventures of a news-hound with a camera... Arthur T. Michand and Joe Helbock are planning a "Swing Concert" for destitute Joe Sullivan... Ozzie Nelson is throwing a farewell party tonight at the Lexington... Tim and Irene show may emanate from Chicago during May because of personal appearance commitments in the midwest.

● ● ● One wit remarks that there were so many singers at the Drene audition that if some one struck a vibraphone twice—you'd hear 40 THEME songs sung simultaneously!... Carbon copies: (in looks) Edith Wright, Tommy Dorsey's vocalist on the Jack Pearl show—and MRS. Jack Pearl. Heighth is the only deciding factor... After reading one gag in the Bea Lillie script, Tom McKnight was accused by the reader of having old gags... "You should read the other 75 if you're interested in vintage," was Tom's nimble squelch... "Not necessary," was shot back at him, "I heard Jack Benny and Fred Allen last week."

● ● ● Billy Jones and Ernie Hare bow out of the "Community Sing" line-up May 30... Has it been printed that the Jack Oakie show would be cut to a half-hour shortly?... Don Wilson's third picture will be for Warners, called "Give Him a Hand"... Igor Gorin, Artie Auerbach and Ella Logan will carry on for Eddie Cantor during the summer... Block and Sully, it is reliably reported, will have one of Young & Rubicam's summer sessions... Bobby Breen's big brother, Mike, 22, will sing in Bobby's next flicker, "Make a Wish"... CBS actor John Walsh, will have to raise his hand when he wants to leave the house after June 12—when he weds Roma Rioci, school teacher.

● ● ● Tess (Aunt Jemima) Gardell is featured at Minsky's Oriental Burlesque theater this week—in a Vitaphone short subject... Lester Lee reports that the Oscar Shaw "One Man Musical" will be set for the summer... J. Harold Murray, former Ziegfeld singer and air star, has quit show business permanently—and is president of the New England Beer Co., in Hartford, Conn... He won't appear on any stage unless it's a benefit performance—and then only on one condition... that he be permitted to say that "I am here today as president of the New E. B. C., makers of—Beer, the finest money can buy." He doesn't accept money for his appearance, naturally.

● ● ● Contracts are expected to be signed within the next ten days to present Yascha Bunchuck with a symphony swing band via CBS with Baby Rose Marie, for a tire concern....

F. T. C. CASES

Cease and Desist Orders

Under a stipulation entered into with the Federal Trade Commission, Percy S. Lucas and Gerald A. Rice, trading as Edison Electrical Schools, 1740 University Ave., Berkeley, Calif., will cease using certain unfair methods of competition in connection with the sale of correspondence courses in Diesel and radio engineering.

Baseball Sponsors Pay Chi. Stations Half Million

(Continued from Page 1)

extra seven and one-half hours or so. Adding the national sports programs outletting in the city, a listener might keep his ear glued to sports broadcasts 24 hours a day if they weren't overlapping. All this business provides a daily cascade of 250,000 words or more daily—enough for three or four novels.

Heaviest outlay in cash goes of course to the play-by-play reports which may be figured running about this way:

WJJD—Kellogg's Corn Flakes, play-by-play by John Harrington assisted by some baseball "immortal"—\$125,000. Some of the immortals are costing up to \$3,000 a week; also the sponsor is advertising heavily including full pages in color in local dailies.

WGN—P. Lorillard (Old Gold)—Bob Elson with occasional relief by Jim Fleming; approximately \$100,000.

WBBM—General Mills and Socony Vacuum alternating day by day, with Pat Flanagan and George Sutherland; approximately \$85,000.

WCFL—Texaco with Hal Totten; approximately \$55,000.

WIND—General Foods (Post Toasties)—with Russ Hodges, \$60,000. Also using baseball immortals.

WJJD, the only newcomer in the field, is being subjected to the most intensive advertising and exploitation with a view of prying loose listeners from the older and established baseball broadcasters.

WIND, which found sportscasting a great tonic a year or two ahead of several other stations, though a minor station, has the biggest array of sports broadcasts, a total of seven daily. WGN has five; WBBM, five; WCFL, four, and WJJD, three. WJJD and WIND are both owned by Ralph Atlass interests. Games are sponsored by rival breakfast foods on the two stations. WENR and WMAQ, NBC outlets, do not carry play-by-play baseball accounts because of network commercials.

Benj. Darrow to Teach

Columbus, O.—Benjamin H. Darrow, director of the Ohio education department's "School of the Air", will teach classes in radio education at Southern Methodist University for six weeks, beginning June 3, and later will go to the University of Texas. Darrow was recently re-appointed radio chairman for the National Congress of Parents and Teachers for an additional four years.

WITH THE ★ WOMEN ★

By ADELE ALLERHAND

SOME of the buzzing in our ears has been anent the possibility of "New York Woman" mag going on the air.... Irene Beasley may find Chicago so much to her liking she'll stay for night club engagements after her run at the Palace.... Kathryn Cravens, Pontiac's air-minded commentator, takes wing for Kentucky and the Derby on May 8.... We hope there's no mistake about Frances Langford really returning to the airways May 7.... Helen Grey, self-styled human events commentator, has signed with Wm. Morris office.... Was with WFIL, then 'titled WFI, for 5½ years.... Two years ago on her "Portfolio of Personalities" program mentioned her belief that Cultural Olympics would fill an important need.... The U. of P. is sponsoring a C. O. meet for Pennsylvania, beginning May 7.... She hopes the idea will spread to embrace international territory.

Adela Rogers St. John to fly back from her Tulsa engagement on Thursday.... Colette Lyons to ether-guest on Gold Medal's "Who's Who in the News" over WABC this a.m.... Midge Smith confesses that too-tricky-for-words slave bracelet she's adorning was the gift of one Zeke Canova.... Doris Peck of WNBC, New Britain, is well again and back on the job.... The KOL "Tunesmiths" have added Dorothy Lamoreaux, chanteuse, to their musicmaking personnel.... WOAI San Antonio's reporting lass, Leona Bender, contributes this and that concerning local women's clubs and their activities.... Because husband Gerrit De Gelleke has been transferred to Madison, Wis., Vivian Fridell of "Backstage Wife" is learning to like the idea of commuting between there and Chi.

John Lagemann of CBS and spouse Hilda Cole, formerly of Columbia publicity, are back from Mexico and their enchilada encounters.... Lois Lorraine has shaken off that throat infection and looks fit.... Helen Nolan's ultra-brief vac is over.... She's back at the old CBS stand.... Ada Rosenberg, sec to Frederic Willis, assistant to Columbia's prexy, resigns to work for the World's Fair.... What with a new Hollywood bungalow and a swimming pool, Helen Broderick now has time to concentrate on grooming her petunias for the next California Flower Show.

ORCHESTRAS - MUSIC

WHITNEY BLAKE, New York music publisher, has done something unusual by having a "hit" tune before it even came off the press. It's a love song titled "You're a Hit!" Blake expects it to make the "Hit Parade" without trouble. Another Blake number, "Stand by for a Radio Flash" ("I Love You"), was introduced Sunday over the NBC Dixie network, and also is being made known on the west coast by Blake's representative, Fred McCord.

Dave Schooler gets a WOR wire from Blossom Heath on the Boston Post Road, Larchmont, for three days a week through the summer.

Bunny Berigan opens at the Hotel Pennsylvania on May 1 and will be heard over CBS Saturdays and Wednesdays 11-11:30 p.m.

Frank Daily and Ork took over the Meadowbrook in New Jersey on Monday night with a CBS wire; Tuesday nights 12-12:30 and Fridays 12:30-1 a.m.

Ozzie Nelson will make a Bluebird recording of Alex Hyde's and Basil Adlam's new piscatorial ditty, "Jelly-fish," sometime next week.

Chick Webb and his swingcopating orchestra, featuring the vocal mannerisms of Ella Fitzgerald, will be heard over WDNC on Thursday at 5:15 in the afternoon. The band will play a dance engagement in Durham that evening.

Buddy Rocco and his aggregation are heard nightly at the Paragon, New Britain glitter-spot.

Lloyd Snyder and his combo are playing a return date at the Olmos nitery and airing through KABC.

Vera Cruse, WELI songbird, recently a vocalizing feature with the Eddie Weaver Band at the Taft Grill, has signed up to appear with Worthy Hills' orchestra at the Pavilion Royale.

The most universally observed National Music Week on record will be opened officially by David Sarnoff as chairman of the National Music

Week Committee in an address during the "Magic Key" of RCA program Sunday at 2 p.m. over the NBC-Blue network. More than 25 special festival programs, 60 regular NBC programs and a score of sponsored musical programs will be dedicated to Music Week.

George Hamilton, "Music Box Music" batonist, recently of the Palmer Empire Room in Chicago, will make a series of one night stands and personal appearances until May 15, when he opens with his band at the Peabody Hotel, Memphis. He'll make music for a University of Mo. prom. at Columbia on May 7. Hamilton is scheduled to open at the Beverly Wilshire Hotel in Beverly Hills, Calif. on June 1, for a three months run, after a year's absence from the west coast.

Maestro Horace Heidt will introduce "The Girl I Met on the Merry-Go-Round" by tunesmiths Alex Hyde and Basil Adlam over CBS Monday night at 8.

Marek Weber, international conductor and director of light music for the English branches of His Master's Voice and Odeon, is here for his initial visit to America, to make radio appearances and recordings. Four years ago the maestro and his orchestra were featured on a short-wave hook-up on the Lucky Strike program.

Jane Kay, songstress formerly associated with WJJD, Chicago, has been signed by Joe Sanders, "The Old Left-hander," who is appearing currently at the Blackhawk Restaurant in Chicago. They are aired nightly over Mutual.

Jack Denny and orchestra have been booked by Consolidated Radio Artists to open at the Drake Hotel, Chicago, May 8, following Paul Whiteman there. Band will have a Mutual wire, through WGN. Whiteman will play a few one nighters out of Chicago and return to New York in time to open May 13, at Loew's State. Loew booking in Washington follows, for one week. Denny booking is his first in Chi.

Fast Coverage on Fire

Des Moines—About 10 minutes after a \$100,000 blaze was reported at the Sutherland Lumber Co. early one morning last week, KSO Program Director Ranny Daly had a staff working to put the incident on the air. Engineers Johnson and Meyers had a line at the scene of the fire, June Bilderback of the IBS traffic staff kept informed on details brought into the Register and Tribune news room and Daly and Gene Shumate had the fire story on the air from 12:30 until 2:30 a.m.

Form Broadcasting Firm

Toledo, O.—Richland Broadcasting Co. has been incorporated by three Toledo attorneys, Frazier Reams, Thomas S. Bretherton, and Morton Neipp. The company has been formed to handle the broadcasting franchise sought for a station in Mansfield, O.

RALPH KIRBERY

"The Dream Singer"

64 WEEKS

LIPTON'S TEA

N.B.C.

GUEST-ING

LARRY COLLINS, booked by Central Artists Bureau, Inc., for Joe Cook program, May 1 (NBC-Red, 9:30 p.m.).

LYDA ROBERTI and PATSY KELLY, on Elza Schallert program, April 30 (NBC-Blue, 12 midnight).

CLAUDETTE COLBERT and JOEL McCREA, on Lux Radio Theater in "Hands Across the Table," May 3 (CBS, 9 p.m.).

JOE E. BROWN, COMMANDER C. E. ROSENDAHL and LAURITZ MELCHIOR, on Joe Cook show, May 1 (NBC-Red, 9:30 p.m.).

ANN HARDING, on initial new Chase & Sanborn Hour with Werner Janssen and Don Ameche, May 9 (NBC-Red, 8 p.m.).

CLAUDE RAINS and SIBYL JASON on Rudy Vallee's Varieties, April 29 (NBC-Red, 8 p.m.).

JEAN ELLINGTON, on the Cycle Trades "All-Star Cycle" program with Ray Sinatra, tomorrow (NBC-Blue, 7:15 p.m.).

WILLIE MORRIS and EDWARD NELL, on "Musical Moments," April 30 (WOR, 9:15 p.m.).

WALTER DAMROSCH and JANE PICKENS on Sealtest's "Saturday Night Party," May 1 (NBC-Red, 8 p.m.).

CONSTANCE CUMMINGS, interviewed by Radie Harris on Movie Club, Friday (WHN, 8 p.m.).

FRED PERRY and ELSWORTH VINES, on the Hour of Champions, Sunday (WHN, 1 p.m.).

Gordon Swarthout Shifts

Gordon Swarthout, former associate editor of Radio Guide in Chicago, has been transferred to Screen Guide as an associate editor. He will be located in the New York offices of the publication. Swarthout succeeds Gladys McCracken, who resigned to accept a position with Macfadden Co.

James to Talk on Television

E. P. H. James, sales promotion manager of NBC, will talk on television before the annual meeting of the Mendelssohn Glee Club, May 3. Dr. O. H. Caldwell, will also address the gathering on, "Radio Tomorrow."

New Irwin Shaw Play on CBS

"Supply and Demand," new drama written specifically for radio by Irwin Shaw, will be presented by the Columbia Workshop over CBS on May 9 at 7-7:30 p.m.

JOSEF CHERNIAVSKY

"The Musical Cameraman"

26 WEEKS COAST-TO-COAST FOR
1847 ROGERS BROS.

Available for Personal Appearances
During Summer Months as Guest Conductor

Thrilling Orchestral Novelties

Studio Address: 609 W. 115th St., N.Y.C.

★ ★ REVIEWS AND COMMENTS ★ ★

"TROUT FISHING"

Special Event

WWJ, Detroit, fed to NBC-Red Network, April 24, 7:30-7:45 p.m.
INTERESTING BROADCAST FROM MICHIGAN FISHING CAMP.

As one of many examples of the continually new enterprise and ingenuity being exerted in the way of special events, as well as the almost unlimited possibilities in that line, this broadcast was caught for the records. Two airings from the same spot where scheduled for last Saturday, the other one being in the morning. A WWJ mobile unit and a short wave transmitter were used to bring the broadcast to the NBC-Red network. Jim Eberle and Forrest Wallace of the WWJ staff did the mike honors.

Location of the trout fishing camp is on the Au Sable River, a forest region of the "backwoods" class. Among interesting natives interviewed was an 87-year-old man who had spent 53 years in those woods. Others also were queried on the fishing situation, including weather, types of bait, how the trout were biting, etc.

"A TRIP TO OUR NATIONAL PARKS"

Sustaining

WEAF (NBC-Red network), Sundays, 3-3:15 p.m.

INTERESTING AND INSTRUCTIVE SEE-AMERICA-FIRST TOUR VIA AIRPLANE.

Presented in association with the U. S. Department of the Interior and the United Airlines, the series of five broadcasts on our national parks, described from the air is a novelty that will prove both interesting and instructive.

Rocky Mountain National Park was the subject of the first program. From an airplane about 15,000 feet up, the commentator gave a brief word picture of the terrain below. Officials of the park service were interviewed, eliciting information about the points of interest, the many mountain peaks, the forest fire patrol, the saddle trails, etc.

Series should promote interest in the national resorts and encourage some tourist traffic in that direction.

Don Thompson, NBC producer and announcer, handled the commenting.

"SWING WITH HANK AND HAPPY"

Sustaining

WINS, Saturdays, 3:45-4 p.m.

FAIRLY ENTERTAINING VARIETY PROGRAM ALONG INFORMAL LINES.

Apparently not hampered very much by a script routine, this new program with "Happy" Lewis as m.c. pursues an amiable, somewhat free-for-all course that makes for mildly satisfying diversion. First show, opening with a novelty musical rendition of "Sweet Sue," went into some comedy flashes, a baby-voiced offering of "Nagasaki" by a guest, Mildred Andrews, a skit embracing an imitation of George Givot, and other nonsense and musical bits. All strictly for fun's sake, and cheerily handled.

"FUNNY THINGS"

Sustaining

WABC (CBS Network), Monday Wednesday and Friday, 5:45-6 p.m.

BRIGHT JUVENILE PROGRAM OF NOVELTY MUSIC AND STORY-TELLING.

Nora Stirling, who conducts this new children's program, had a very happy thought when she conceived the idea. It gets its title from the familiar expression, "It's a funny thing . . .", and the scheme is to explain the origin of unusual names, festivals, etc., in such a way that they will inform the kids while at same time amusing them.

To liven up the proceedings, there is a novelty orchestra called the "Tune Tumblers," which also aims to explain the sounds of various instruments while it entertains. On the entertainment end alone, this little ork has a heap of merit. The way it knocked out "I'm an Old Cowhand" in its opening performance was a sheer delight for fresh and novel tunefulness.

Miss Stirling herself is an accomplished actress with a pleasing style. Her new program should catch on fast.

"LORENZO JONES"

Phillips Milk of Magnesia Toothpaste and Tablets

WEAF (NBC-Red network), Monday, Tuesday, Wednesday, Thursday, 4-4:15 p.m.

Blackett-Sample-Hummert

HUMAN INTEREST AND HUMOR COMBINATION GIVES SERIAL GOOD APPEAL.

Based on the character of an impractical inventor, Lorenzo Jones, with a more common-sense wife, this new serial should find its quota of listeners in the afternoon stretch. Domestic wrangling breaks out as a result of Lorenzo fooling around with his mechanical ideas instead of getting a steady job, so he declares he will go forth and make good in some way.

Role of Lorenzo is suitably played by Carl Swenson, while Betty Garde is apt in the role of his wife. Lloyd Rosenmond is director of the serial, which is being produced by Air Features, Inc.

"HOLLYWOOD REVUE"

with Howard Lanin Orchestra

Sustaining

WFIL-Mutual, Saturday, 12:45-1:15 p.m.

ENTERTAINING MUSICAL PROGRAM WOVEN AROUND SONGS FROM FILMS.

An entertaining idea is embraced in this program which comprises song numbers from motion pictures, some current, some of recent date and others not yet generally released. The film and producing company supplying the tune is given due credit, and there is some chat of general fan interest in connection with each number. As an audience promotion angle, listeners are asked to send in requests for favorite numbers.

Duke Rorabaugh is producer of the series.

"St. Anthony Hour"

This half-hour series, heard over WHN and four stations of the Yankee Network on Sundays at 9:30 a.m., and on WIP at 10:30 a.m., celebrated its first anniversary last Sunday. It is a program that fits in with religious observance and at the same time provides entertaining and inspirational drama, well acted by a cast including James LaCerto, Stanley Whitman, Donald Randolph, James Marr, Jean Thompson and others. Preceding the dramatized episode, which deals with the life, preachings and miraculous works of St. Anthony of Padua, Father Paul James Francis, S.A., reads and discourses on the Gospel of the day. The program is produced by Donald Peterson and sponsored by the Franciscan Friars of the Atone-ment, who are raising funds to complete a national shrine.

"Kaltenmeyer's Kindergarten"

Typical of the programs founded on ideas that both amuse and endear themselves to listeners, this "school-room" conducted by "Prof. Kaltenmeyer" continues on its merry weekly way with a consistent batting average for providing a Saturday afternoon half-hour of good fun. It is perennial stuff that will have appeal as long as there are schoolrooms. In the days of vaudeville, several acts of this type toured the country steadily. The radio version is an excellent perpetuation of the series.

Richard Himber

With Kate Smith as headline visitor, Richard Himber's Studebaker Champions embarked on a slightly different style of program Monday night over the NBC-Blue, going over to the guest-star policy. Besides singing several numbers, Miss Smith officiated somewhat in the capacity of an m.c. and did a nice job in both ends, while Himber piloted the orchestra along in fine style. All in all, it was a highly enjoyable show.

Paris Expo Buys Time On Five Stations Here

(Continued from Page 1)

WNEW, WHN, WMCA, WNYC and WINS.

Complete radio plans for the fair have also been announced. Scheduled to open May 24, the exposition will have one complete building devoted entirely to radio and television. Daily programs will be televised for the visitors on the grounds. Special programs, emanating daily from the Eiffel Tower studios, will be transmitted to the entire world by short and long wave. From the exposition itself, actual transmitting plans call for international broadcasts at given intervals, with French radio stars performing. Latest technical improvements in television and short and long wave transmission will be explained to the public at regular intervals throughout the day.

N. W. Ayer & Son is the agency handling the local programs.

Rubinoff

Fred Keating, who emceed Rubinoff's first airing from the coast in this CBS series, was missing Sunday. The one shot accorded Keating wasn't a fair enough trial, but if his elimination was intended to make the program different from the formula adopted by nearly all such revues, the move is not amiss. There is no reason why every variety show should have a witty emcee, a stooge, guests and every other type of item that every other program of the same kind contains. Rubinoff already has excellent bets in Walter Cassel, baritone, and Betty Jaynes, another vocalist, plus himself and orchestra.

Ford Sunday Evening Hour

The air's most distinguished musical program, Ford's Sunday evening hour over CBS, began the first of eight concerts (season's final) under the baton of Eugene Ormandy with an impressive rendition of Wagner's "Tristan and Isolde," featuring Kirsten Flagstad, as the highlight. From every standpoint—talent, production values, dignity of presentation and general entertainment satisfaction—these Ford programs are in a class by themselves. No wonder more and more persons are getting to like better class music.

Phil Spitalny

Another of the all too few distinctive musical aggregations of the air is the Phil Spitalny all-girl orchestra, which went into a new time spot Monday at 9:30 p.m. over the NBC-Red. Selection of numbers and their rendition conform neatly to the program's "Hour of Charm" designation. Evelyn's "magic violin," the crooning of the Three Little Words, and various other elements combine to give this musical cocktail a flavor that should satisfy elite tastes and flatter the others.

Radio Problems Aired At ANA Conference

(Continued from Page 1)

John J. Karol of CBS on how to test a new program, L. D. H. Weld on measuring potential circulation of radio stations, and Robert J. Landry on showmanship.

Bi-So-Dol's Fourth Year

Bi-So-Dol on Friday starts its fourth year on CBS. Elizabeth Lennox and Victor Arden have been with the show since the beginning. Oscar Shaw and Carmela Ponselle also are in it. Blackett-Sample-Hummert is the agency.

Craven & Hedrick, Move

Craven & Hedrick, advertising agency, will move to new and larger quarters at 522 Fifth Ave. today.

PROMOTION

Citizenship Essay Contest

Uncle Don, who just concluded a successful safety contest among children in cooperation with the New York Police Department, inaugurated a new contest among his club members over WOR on Saturday at 6 p.m.

The contest, which will run for four weeks, will have for its topic, "How I Can Be a Better American Citizen." The children will be asked to write an essay on the above subject with weekly prizes awarded to the best one submitted. The two grand prize winners will be flown to Washington with Uncle Don in a plane piloted by Captain Eddie Rick- enbacker of Eastern Airlines to meet President Roosevelt. They will also tour Washington and be entertained there.

If children outside of New York win the contest arrangements will be made to fly them directly to Washington where they will be met by Uncle Don.

Recipe Book

St. Paul—With hundreds of listeners requesting recipes from Bee Baxter as a result of her Monday through Saturday Household Forum broadcasts on KSTP, Rapinwax, makers of waxed paper and one of the Forum's accounts, decided to have Miss Baxter prepare a "favorite recipe" book, which is now off the presses and going out to listeners. Book, extremely attractive compared with the mine-run of free cook-books presents recipes from all parts of the world, opens with a "jingly" introduction. Rapinwax started on the show with a three-week test; signed for 13 weeks; then went on the dotted line for 52 as a participator in the Forum.

Effective Premium Idea

KSFO, San Francisco, originated a new premium idea for one of its sponsors, Red Heart Dog Food, that offers individual treatment to every listener.

In return for three labels from the cans of dog food, the station supplied free a 5 x 7 inch enlargement of the listener's pet. The listeners sent in snapshot negatives, from which the enlargements were made; the negatives were then returned.

Some listeners sent in as many as ten negatives with 30 labels accompanying.

Window Posters, Theater Trailers

Denver—N. D. Davidson, publicity director of KLZ, has arranged with local merchants to spot a poster in their window telling of the product and the program over the station. On the poster is a picture of the show, taken in the studio, with times of the broadcast, and other information.

KLZ also has voice trailers in half a dozen theaters plugging its pro-

RADIO PERSONALITIES

No. 31 in the Series of Who's Who in the Industry

WILLIAM J. "BILL" SCRIPPS, radio director of The Detroit News, and late manager of WWJ, really is responsible for there ever being a WWJ. Still in his early thirties, "Bill" is recognized as a real radio pioneer. He was still in short pants when he got the idea that he would like to have a radio transmitter, a very new thing at the time—a plaything for amateurs. "Bill" had heard a lot about radio, for his grandfather, James E., founder of The Detroit News, and his father, William E., now president of The Detroit Evening News Association, both had given much financial and moral aid to Detroit inventors in the radio field. To make a long story short, "Bill" got his transmitter and put it to work. Then he and his father got the idea that, instead of a plaything, radio might be used to entertain, inform and educate. A second transmitter was installed in The News sports department to report the latest in that field. A little later, a larger transmitter was installed in what then was The News' attic—and WWJ was born, Aug. 20, 1920, with the broadcast of the experimental programs, the World Series games, and the November election returns. Then followed a long period of education for "Bill," but radio was not forgotten, and when Manager Jefferson B. Webb died, "Bill" Scripps took off his coat and went to work. He carried out Webb's new studio plans, built the finest broadcast house between New York and Chicago, and turned the station responsibility over to Easton C. Woolley, becoming himself radio director of The Detroit News.



Responsible for the existence of WWJ....

grams. Trailers, kept up to date, are run in six Fox houses.

Court Solution Contest

Louis Lefcoe, Inc., Philadelphia clothing house, in sponsoring a "Court of Human Relations" over WFIL, gets around the bar association's ban on a lawyer giving advice over the radio by leaving the solution of the problem to the listener. Three best letters of 100 words, giving best advice on the dramatized problem, rate gold wrist watches donated by sponsor.

NBC Coronation Pieces

NBC has issued the second of a series of Coronation pieces telling about its plans to cover the event. Four-page folder, "Follow the Golden Coach," contained an RCA wire-photo of the State Coach as it paraded through the streets of London on April 18 as part of a rehearsal staged that day.

First Coronation folder outlined NBC's plans for covering the event.

Baseball Ad

WHIO, Dayton, had a quarter-page ad in the Dayton Daily News to exploit the start of its 1937 baseball broadcasts. All Cincy Reds games except Sundays are being aired.

Si Burick also gives the news and comment Monday through Friday, with Coca-Cola as sponsor.

Scrap Book Material

Maher's 7-Up Co., sponsor of Orville Foster's Day Dreamer program on the Iowa Network, has printed special stationery, scrap-book pages and title pages for program fans who keep Day Dreamer scrap-books.

Benny Fields for Disks

Benny Fields was signed yesterday by Irving Mills for Variety Recordings and will cut two disks per month for one year. First series will include hit numbers from "Wake Up and Live."

San Francisco

A NEW drama serial, "John Martin, M.D.," started Monday on KYA and the CRS network, five times weekly. Bob Stanley of CRS production staff wrote it. Lois Hampton, Ivan Green, Robert Adams and Marjory Smith in cast.

J. Clarence Myers was among those who left for Los Angeles to attend the new KEHE studio dedication.

"Picture That," new show featuring music of the movies, went on the CRS network stations Monday night. Walter Rudolph's orchestra, Cora Lee Scott and Dave Keene are in the show.

"Microphobians," the aspiring announcers program, has switched from Monday to Sundays at 3 p.m. over KYA and CRS network.

Harpisichord Group to Return

Manuel - Williamson Harpischord ensemble, recently on the NBC-Blue schedule, will be heard again starting May 4, probably at 10:30 p.m. The classical music group has been airing out of Chicago.

Star Radio Adds KDB

Star Radio Programs has added the Don Lee System station, KDB, Santa Barbara, to its list of subscribers for the "Morning Bulletin Board" program.



★ ★ Little Talks on Big Subjects ★ ★

When a publication surpasses ALL previous records in its field for both brevity of TIME in achieving SUCCESS and NUMBER of SUPPORTERS attached to it—it MUST be moving forward under a MOMENTUM of MERIT . . . RADIO DAILY is growing, GROWING because it fills a natural need in the Radio Industry . . . Busy executives of Radioland who value truth and time guard BOTH by reading RADIO DAILY . . .



★ Coast-to-Coast ★



RUTHRAUFF & RYAN agency has taken over the entire 13th floor of the 360 North Michigan building, the expansion providing 30 per cent additional space. The 13 doesn't worry anyone at R & R. Dale Perrill of the radio department has number 1030103 on his car.

Bill Krenz, 240-pound NBC pianist, will try and wear off some of the weight wielding the baton. He has organized a string orchestra to be heard over WMAQ-NBC at 9:45 a.m. Saturdays.

John Weigel has left the CBS announcers' fold for freelancing. John, who studied marketing at Ohio State university, is trying out his theories by running a food shop near Cubs' baseball park on the side.

Job opportunities for Negroes are being broadcast over WCFL Saturdays by Julius Adams, city editor of the Chicago Defender, colored newspaper. Sponsored by the National Urban league.

Frances Carlon, MacDonald Carey, Arthur Peterson, Betty Caine and Virginia Temple among local radio actors performing in the play "Forever and Forever" at the "Little Theater Off Bughouse Square."

Bill Bouchey scheduled for male lead in Lovely Ladies cosmetics' "Your Parlor Playhouse" to start Sunday 10:30 p.m. on Mutual. Les Tremayne originally picked for the job but had to relinquish it when Campana signed him exclusively for "First Nighter" and "Grand Hotel."

Jimmy Brierly, romantic tenor will leave Paul Whiteman, next week to return to New York for movie work. He recently completed some film shorts for Educational Pictures and is to go west later in the season to be groomed for juvenile leads in musical films.

Frankie Masters, band leader for "It Can Be Done," is hearing from two old acquaintances who are now mutual friends at Joliet prison. One is a whilom banker he knew and the other is a guy who stole his car. The two are chums now in the penitentiary.

Anne Seymour of "The Story of Mary Marlin" is moving to a house and putting in a garden.

KROC, Rochester, Minn., has obtained some unusual results for its advertisers. Howard H. Holton reports one recent instance where June's Apparel Shop, stuck with 100 sweaters, sold out the whole lot after a few 125-word spots. Then there is the case of Robert Orr, owner of Orr's Jewelry Store, taking a trailer trip to Los Angeles and meeting a trailer companion who was very familiar with the Orr radio program. Many motorist radio-listeners have come to Orr's for watch-repairing.

Terrell Sledge is the new Morning Newscaster on WOAI, San Antonio, airing daily at 7:45 and 11:45.

KFVS, Cape Girardeau, Mo., has started "Lives of the Great," disks. Telephone company has contracted for 26 programs of this series, presented Sundays.

"Old Hayride," half-hour Monday night music and fun show, has chalked up five years on KFVS.

George Champman, operator at KTUL, Tulsa, and George Gray, Brisbane, Australia, who had been exchanging short wave messages for two years, met recently when Gray visited Tulsa. Gray, who is studying U. S. radio, says programs here are miles ahead of the foreign programs.

Les Weelans, musical director of KLZ, Denver, and Mrs. Weelans celebrated their seventh wedding anniversary the other day.

Gene Loffler, production manager at KTUL, Tulsa, has chest-expansion, account of a baby daughter.

A special broadcast by Maurice L. Rothschild Co. and WCCO from the Nicollet Hotel ballroom, Minneapolis, drew 1,500. Cedric Adams emceed, with Gus Arnheim's ork and WCCO Artists Bureau talent and a style show making up the one-hour bill.

New 100-watter for Miami Beach has been given the call letters of WKAT and is expected to be on the air within 60 days.

Fred Hoey, Yankee Network baseball reporter, is back at the Boston diamonds for his tenth season, with WICC, WBRY, WTHT and WTIC among his outlets.

Oscar C. Hirsch, owner of KFVS, Cape Girardeau, Mo., interviewed visitors at the recent Missouri State Convention of the Junior Chamber of Commerce.

Louise Hill Howe and Leonard Strong have the leads in "Story of Molly Brown," which inaugurates the new Mar-o-Oil series on KLS, Denver, May 2.

KTSA, San Antonio, recently started "Hollywood Preview," giving

news of current films. "The Stick Pickers" and The Texas Playboys are new programs clicking at KMAC, San Antonio.

Miami Daily News is discontinuing "Where Are You," lost persons program conducted by Retta Revell over WIOD.

Jack Dempsey, Rupert Hughes and Mrs. Martin Johnson were among celebrities recently heard over KTUL while visiting Tulsa.

Lorney Wilkinson, sports announcer at WTAQ, Green Bay, Wis., was judge Sunday in a contest to pick talented amateurs who will appear May 2 on WTAQ.

"Voice of Public Opinion" is KVOD's (Denver) man-in-the-street program. Harry Golub, manager of the Orpheum Theater, is questioner.

KIRO, Seattle, will broadcast the Greek Orthodox Easter Services at midnight May 2.

Charles W. Burton, former manager of WEEL, Boston, is devoting his entire time to writing in his Cape Cod cottage. He's the author of "Ma and Pa," with Mrs. Roberta Burlin and Parker Fennelly.

Bob Cronan, who announces Sundays on WNBC, New Britain, works in a Hartford department store weekdays.

Gene Shumate, in addition to presenting 10-minutes of baseball scores on KRNT, Des Moines, is offering a 5-minute Baseball History daily, featuring the greatest ball game ever played on each date.

Moreland Murphy has been handling news broadcasts at KCMO, Kansas City, until another newscaster is signed.

Leo Lassen is at the mike over KIRO with "Baseball School of the Air," program introducing celebs as guests.

Ernest Estes, Seattle announcer, becomes a benedict shortly.

The "Opinionator," an inquiring reporter program aired daily over WHIO, Dayton, O., is becoming famous as a barometer of public opinion on almost everything from the recent epidemic of child marriages and sit-down strikes to the social ethics of pagan antiquity. Eddie Humphrey is the Opinionator.

Nan Grayson, the Cinema Lady, has a new daily 11 a.m. program over WWSW, Pittsburgh, sponsored by Jerome Wolk, furrier. She gives Hollywood chatter.

WALTER CASSEL, baritone, will be featured in a Vitaphone technicolor short to be filmed in Hollywood and called "Rollins of the Mounted." Cassel was recently signed by Warner Bros. to a long term contract, and appears with Rubinoff on the Sunday evening Chevrolet series heard over the CBS network from the coast.

Frank Bull's "Sport's Bullseyes" leaves the sustaining class on KHJ, and goes eight stations of Don Lee net for Brown & Williamson Tobacco Co. thrice weekly starting Tuesday.

KMTR moving its executive offices to 1522 N. LaBrea, arranging to broadcast from Lucca's restaurant and transmitter, pending completion of new studios. Moving out of present quarters this week, to make way for expansion plans of United Artists, on whose lot studios now stand.

Babbitt in Stoper Spot

Harry Babbitt, vocalist with the Kay Kyser orchestra, will be featured in a new program, "Surprise Party," beginning Sunday, 10 p.m., over WOR-Mutual. Babbitt inherited the assignment when Bill Stoper returned to Salt Lake City.

St. Louis Radio Jamboree

St. Louis—Larry Sunbrock's 1937 Radio Stars Jamboree and Midwestern String Band Fiddlers, Yodelers and Accordionists contests will take place Sunday at Municipal Auditorium. WLS National Barn Dance stars will be featured.

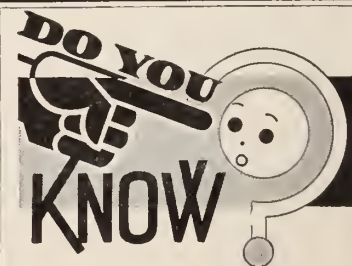
Iodent on Vacation

Iodent Chemical Co., sponsoring the Joe Rines program heard Sundays over NBC-Blue, left the air after the broadcast last Sunday, and will remain off during the summer. Sponsor may switch to a week-day spot in the fall.

ONE MINUTE INTERVIEW

PHIL SPITALNY

"You may think that women musicians are 'temperamental,' but I've worked with men long before I ever organized my all-girl orchestra, and I'm here to tell you that the lovely ones will work longer, harder, and with less complaining than any group of male musicians I've ever encountered."



"Microphone" was coined in 1827 by Sir Charles Wheatstone to denote an amplification device which he built.



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 57

NEW YORK, N. Y., THURSDAY, APRIL 29, 1937

FIVE CENTS

CBS Joins 5-Day Week

Looking OnAND LISTENING IN

EVOLUTION Now that the guest-starring rage has reduced the majority of variety and many other programs to the same general pattern, it is only a matter of time when somebody will try to give the policy a new twist by offering guests of guest stars.

Next move will be guests of the guest of honor of the guest star.

From that point, it will be just a goose-step to the inauguration of a game of "guess who the guest star is?"

Finally, a smart lad will come along and point out that radio listeners can save themselves the trouble of dialing for different programs; all they need to do is turn the radio on, wait, and in due time pretty near every personality of the air will roll around.

MUSIC Tabulated classifications of the weekly programs of various stations reveal that an average of 65 per cent of the time is devoted to music of one kind or another.

This has raised some speculation as to whether or not too much music is being sent over the air, and if some of this time shouldn't be diverted to other types of programs.

Our brief contribution to the discussion is that unless it is possible to find other material that makes as easy and pleasant listening as music does, better let well enough alone.

TESTIMONIALS The phoniest-sounding portions of radio commercials are the testimonial letters still being read on too many programs whose sponsors ought to know better.

Even laymen of sub-normal mentality marvel that radio ad copy writers should so underestimate the intelligence of the public as to expect them to take such bosh seriously.

Medico Ork

Cleveland—The Doctors' Orchestra of the Cleveland Academy of Medicine will make its bow Monday night at 10:30 over WHK. Aggregation is composed entirely of medical men, some of whom have played with former "name" bands throughout the country, according to Dr. John Cornwell, chairman of the social committee.

REMOTE BROADCASTS ARE IMPROVED BY NBC

Remote control broadcasts for the NBC webs will soon be on a par with the pickup of stations' studios, according to O. B. Hanson, NBC chief engineer. Network is distributing 200 newly developed mikes and 100 mike stands to eight key points, while 70 specially developed field amplifiers will further aid the quality of the future remotes. Deliveries

(Continued on Page 3)

New Series From Vienna Starts Saturday on NBC

NBC will present a new series of international broadcasts featuring waltz tunes and light operatic music from Vienna starting Saturday, 3-3:30 p.m., over NBC-Blue network. Vienna's leading singers and orchestras will appear in the series, which will be short waved via RCA facilities.

Three NBC Speakers At Radio Education Meet

Three members of NBC will speak on the technique of presenting educational programs on the air at the Institute of Education by Radio to be held May 3-5 at Ohio State University, Columbus. The trio includes Franklin Dunham, educational director; Ernest LaPrade, director of musical research, and Judith Waller, central division educational director.

20th Century-Fox to Censor Radio Programs of Its Stars

Baseball and Beer Tieup Blocked by N. J. Commish

Newark, N. J.—A desire to "hook up baseball with beer" is frowned upon by State Beverage Commissioner Burnett. He refused to give his sanction to a proposal of the L. H. Hartman Co., New York agency, to have a series of contests in connection with broadcasts, and to give season and World Series tickets as prizes. Burnett said he objects to advertising beer over the radio because it is "carried directly to the fireside".

Offices to Close on Saturday Starting This Week—Move Is Spreading Among Agencies and Representatives

Rooster Crow Hour

New Orleans—Drug Trade Products has taken a 5 a.m. spot on WWL, the River Revelers being shifted to that time from 7 o'clock to provide a cock crow hour of hillbilly and river music.

CENSORSHIP OF NEWS DENIED BY A. R. N. E. W.

Chicago—A resolution taking exception to a Saturday Evening Post article on "News of the Air," and denying that any censorship has been exercised in connection with radio news, was passed at the executive meeting of the Association of Radio News Editors and Writers held here

(Continued on Page 3)

Tim Goodman Resigns As Manager of WKRC

Timothy S. Goodman, manager of WKRC, Cincinnati, a CBS owned and operated station, has tendered his resignation, effective May 15. John MacCormack, Goodman's assistant, succeeds him. Goodman, a man of

(Continued on Page 3)

Official announcement to CBS employees yesterday stated that starting next Saturday all CBS offices will be closed on Saturdays, except for those persons whose presence is considered necessary by their department heads. Announcement was signed by Mefford R. Runyon, CBS vice-president and assistant to Edward Klauber, the executive vice-president.

Latter part of the announcement may be taken to mean that it is up to each individual department to decide whether anyone is needed in his department on Saturdays. In the past CBS has always followed this policy throughout the summer months, beginning in June. Runyon announcement contains no reference to summer or how long the "Saturday offs" will continue.

A preliminary canvass conducted by RADIO DAILY in the radio station and advertising agency field showed strong indications that the entire advertising industry would be operating on a five-day week before the end of the year. As one station man pointed out, the announcement

(Continued on Page 3)

First Program Offer Brings 1,200 Replies

Boston—First broadcast of a commercial series on WNAC, this city and WEAN, Providence, on a Yankee Network hookup, brought more than 1,200 replies within the succeeding 14 hours. Sponsor is Howard D. Johnson Co., owners of a chain of 48 ice cream and restaurant shops in

(Continued on Page 3)

Not Enough Words

Philadelphia—With seven refrigerator accounts running simultaneously on WDAS, the copy writers are running around in circles trying to find adjectives to describe the various ice boxes without repeating themselves too much. Advertisers are Kelvinator, Crosley, Stewart-Warner, Norge, G. E., Frigidaire and Universal.



Vol. 1, No. 57 Thurs., Apr. 29, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicote, President and Publisher; Donald M. Merser, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicote, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk and Verne Bailey, 6425 Hollywood Blvd. Phone Granite 6607. Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

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FINANCIAL

(Wednesday, Apr. 28)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	164 3/4	160 1/8	160 1/8	- 4 5/8
Crosley Radio	20 1/2	20 1/4	20 1/4	- 1 1/4
Gen. Electric	52 1/2	50 3/4	51 7/8	- 7/8
North American	25 1/2	24 3/8	24 3/8	- 1 1/8
RCA Common	9 1/2	8 3/4	8 3/4	- 7/8
RCA First Pfd.	70	69	69 1/4	- 1 3/4
RCA \$5 Pfd. B.		(76 Bid)		
Stewart Warner	19 1/8	18	18	- 7/8
Zenith Radio	34 1/4	32	32 1/2	- 1 3/4

NEW YORK CURB EXCHANGE

Hazeltine Corp.	3 3/4	3 3/4	3 3/4	- 1/4
Majestic	2 1/8	2	2	- 1/8
Nat. Union Radio	2 1/8	2	2	- 1/8

OVER THE COUNTER

CBS A	Bid 51	Asked 53
CBS B	50 1/2	52 1/2
Stromberg Carlson	14	15

NBC Cocktail Party For AAAA Delegates

White Sulphur Springs, W. Va.—NBC will throw a cocktail party for the delegates to the annual convention of the American Association of Advertising Agencies tomorrow night, preceding the annual Four A's dinner. Meet opens today at the Greenbrier Hotel and runs through Saturday.

Virtually all branches of NBC will be represented. John Karol of the CBS research department stopped off from the ANA meet at Hot Springs, Va.

BIRTHDAYS

1	9	3	7
2	4	5	6
10	11	12	13
14	15	16	17
18	19	20	21
22	23	24	25
26	27	28	29
30			

April 29

Lieut. Charles Benter

Dick Leibert

Duke Ellington

PROGRAMS THAT HAVE MADE STATION HISTORY

1. "Grand Ole Opry", WSM, Nashville

THE "Grand Ole Opry" is almost 11 years old, reaching that mark on Nov. 5, 1937.

From the standpoint of air-hours, the "Grand Ole Opry" probably holds undisputed record. For it goes on the air at 8 o'clock Saturday night and continues for four solid hours until midnight.

Thus for four hours every Saturday night, winter-summer-spring-and-fall the Opry has had its full run.

Nothing less than a Presidential address can interrupt for even a half hour this feature WSM program. At least nothing less ever has interrupted it for ten and a half years.

The chief reason for the popularity of the "Grand Ole Opry" is the fact that the 50 performers are not of the synthetic hill-billy type. They are farmers and residents of the rural areas of Tennessee, Alabama, and Kentucky, who have not become citified. They live on the farm, or away from the city, and come in to broadcast over the Nashville 50,000 watt station every Saturday night—driving as far as 150 miles.

From many states as far away as Texas, Pennsylvania, or Canada come visitors to "see" the Grand Ole Opry every Saturday night. The four hour

program is broadcast in an auditorium and a capacity audience of 5,000 has witnessed every program for the past fourteen months.

The "Grand Ole Opry" is one of the biggest mail-pullers of any radio program in America, receiving around 200,000 pieces of mail every year. It is sponsored in half-hour periods by numerous advertisers, who reserve time on the program in some instances as far as two years in advance.

George D. Hay, "The Solemn Old Judge" is master of ceremonies of the program, assisted by David Stone and Tom Stewart. Uncle Dave Macon, 66-year old banjo-playing "Dixie Dewdrop" is the star of a program devoid of prima-donnas. Arthur Smith, America's greatest old-time fiddler, and the ballad-singing Delmore Brothers, are other standouts of the cast of fifty genuine old time fiddlers and singers who create a true barn dance.

That's a thumb-nail sketch of a program that can claim the most loyal following of any program in America—including Amos 'n' Andy. An audience of thousands that have not missed a broadcast in almost 11 years.

WGN to Feed Mutual 90-Minute Clambake

The magnanimous WGN in Chicago will feed the Mutual web another hour and a half tonight, from 10-11:30 p.m. (EDST) repeating its blowout of several months ago. No special reason is forthcoming, excepting perhaps that the outlet has the budget to do its stuff.

Gala show will include Paul Whiteman (who will conduct part of the program), Harold Stokes and orchestra, Henry Weber and orchestra, a mystery drama titled "Creeping Chair," a hefty medley of hit tunes from 1900 to the present time; Katherine Witwer and others, about 22 principals in all, excluding bands or musicians. Studio audience will be on hand, divided into three shifts.

WOR Holds Commercial; Talent Not Up to Par

"Cabin in the Pines," new show featuring Norman Brokenshire, plus other talent, scheduled to start on WOR Tuesday last, failed to go on, the reason understood to be refusal of WOR to okay the vocal talent as not being up to the station's standard. Sponsor is the A. N. Smallwood Co., real estate. Program is scheduled for Tuesday and Thursday at 7:15 p.m. and Sunday at 10:30 a.m. Believed that suitable talent will be on hand for tonight's show.

KANS Is Participating In C. of C. Goodwill Tour

Wichita, Kas.—Figuring it will render a service to listeners and at the same time cement goodwill with local business men, KANS will air the annual Goodwill tour of the Wichita Chamber of Commerce in five broadcasts. Departure of the Tour, its arrival in Dodge City, Albuquerque and Pampa, and its return here will be put on the air. KOB in Albuquerque has placed its facilities at the disposal of KANS for the airing from that city.

Included in the "all-star cast" of goodwill ambassadors making the tour is Herb Hollister, general manager of KANS. The tour was given a send-off in a special supplement of the Wichita Sunday Beacon, which also had some good writeups on KANS and Hollister.

Boston Symphony Series

Another series of "pop" concerts by the Boston Symphony Orchestra, presented from Symphony Hall, Boston, with Arthur Fiedler as conductor, will start May 6 at 8:30-9:30 p.m. Series will continue weekly until July 1.

LEO SAYS:

Smart advertisers want showmanship too—that is why they use WHN

WHN DIAL 1010
M-G-M-LOEW'S

COMING and GOING

TAYLOR GRANT returns to WCAU, Philadelphia, after a week's vacation in the Catskills.

J. S. LARKIN, sales manager of 3UZ and Nielsen Broadcasting System of Melbourne, Australia, sailed yesterday from the west coast for home, having spent several months in America, particularly buying disk features for his five Australian outlets.

CHARLES M. PREITZGER, eastern manager for Gillette, and who has been in Hollywood to look after the Community Sing program, returns today with MRS. PREITZGER to his home in Boston, leaving Ben Larson at the coast production helm. While west, his daughter eloped and is now Mrs. Leonard Nixon.

WINI SHAW leaves for Cleveland to play a week's engagement at the Palace Theater there.

WILLIAM PERRY, CBS announcer, and RAYMOND NEWBY, CBS engineer, sail for Lima, Peru, on May 14 to cover the eclipse for the net.

BOB BUNDY left yesterday for Camden and is expected back today after discussing business with Mal Hallett.

IRVING BERLIN arrived in New York from Hollywood on Tuesday.

WILLIAM R. TRACY, vice-president of Hudson Motors, arrives today from Southampton aboard the Washington with his family.

KENNETH ROBERTS, writer and air commentator, with MRS. ROBERTS, arrive today aboard the Saturnia.

CLEM MCCARTHY, NBC sports announcer is in Lexington, Ky., and will remain in Kentucky until May 10, when he returns to New York.

LENOR R. LOHR, president of NBC, leaves next week for a western tour.

E. P. H. JAMES, sales promotion manager of NBC, left for White Sulphur Springs yesterday to attend the A.A.A.A. Convention. Leaving today are: CLAY MORGAN, FRANK E. MASON, ROY C. WITMER and KEN DYKE, all of NBC.

FRANK RAND, publicity chief for CBS in Chicago, is scheduled to arrive in New York today.

ROBERT BENCHLEY has left New York for the coast.

Feenamint Fades May 16; New Show Being Readied

Feenamint show as it now stands will definitely fade from the Mutual web on May 16. New series may get under way May 25, with possibility that Norman Brokenshire will head the cast. Entire talent setup will be a much lower priced one than currently heard. None of the present Feenamint cast will be heard on the new program.

THE SONGBIRD OF THE SOUTH

★ ★ ★ ★

KATE SMITH

A & P BANDWAGON

THURSDAYS

CBS NETWORK 8-9 P.M., E.S.T.

EXCL. MANAGEMENT TED COLLINS

COLUMBIA SYSTEM JOINS SHORTER WORKING WEEK

(Continued from Page 1)

by NBC that all production men, announcers, and sound effects personnel would go on a five-day week removes the major obstacle that has stymied all talk of a shorter week.

Advertising agencies have noticed that it has become increasingly difficult to accomplish anything on Saturdays, because so many clients' offices are closed. Station representatives have the same complaint. The short half-day and the time differences make it impossible to contact stations and get an answer back before the New York offices close.

Remote Broadcasts Are Improved by NBC

(Continued from Page 1)

are expected to be made to these points on May 1, and will cost the web about \$35,000.

Research work on developing the field amplifiers is considered important by the NBC engineers who helped the job along, the amplifiers being the big item as compared to the mikes. Efficiency of the latest type microphones plus the amplifiers will do wonders for the remote broadcasts, many of them being accomplished under conditions never found in the studio.

Lenox Lohr on Tour

Lenox R. Lohr, NBC president, leaves next month on a business trip through the mid-west and out to the Pacific coast. While on the trip Lohr has been invited to deliver a number of talks. On May 5, he will speak before the Kansas City Chamber of Commerce, and the following day will deliver two talks, one in Chicago before the Federated Advertising Clubs and at dinner of "Indianapolis Men," Indianapolis. On May 13, Lohr will be in Washington and will address the annual luncheon of the American Red Cross.

AD AGENCIES

RICHARD M. HOLSTEN, v.p. and sales manager of the Cramer Tobias Co., has resigned and sold his interests in the firm in order to join the Sterling Advertising Agency. Holsten is at present aboard the Ile de France on his way to Europe for a vacation, and will assume his new duties upon his return next month.

ANN CASHMAN of the Lennen & Mitchell advertising agency sails Saturday on the coronation cruise of the Swedish-American liner Kungsholm.

KEN SISSON has been appointed by Lord & Thomas advertising agency to succeed William Hillpot in the radio department. Sisson will assume new duties as talent buyer and assistant to Thomas McAvity immediately. Hillpot will vacation until May 15 when he is due to report to NBC Artists Service.

NEW PROGRAMS—IDEAS

"Local Boy Makes Good"

"Local Boy Makes Good" is the latest five-minute feature to hit the program boards of WIBM, Jackson. The show, sponsored by a local men's wear shop, is a natural; the dramatization presenting in rapidly moving dialogue the careers and career-beggings of men born and reared in Jackson; and the commercial copy, held to a minimum as on all short programs on this station, stressing the important part that personal appearance plays in attaining success.

"Local Boy Makes Good" was designed and written specifically for the sponsor by Bernard Wilson, production manager of the station, and makes the tenth five-minute commercial show on WIBM's current schedule.

Wilson has been consistently at work in the past three months cutting off five-minute commercial dialogues with which the station was overloaded, and replacing them with short "idea" programs that are outstanding novelty features.

Listeners are high in their praise of the new short programs and advertisers find they are doing a better selling job than the heavy commercials.

Police Department Tour

St. Paul—Opened as an attention getter with a bona fide copper's "You're under arrest!" KSTP took its listeners in tow and gave them a trip through the St. Paul police department to show them what happens from the time an officer speaks those words to the time when the victim goes into the bastille.

With St. Paul dubbed "the nation's poison spot" of crime not so long ago by Attorney-General Homer S. Cummings, KSTP concentrated on an attempt to show what has happened in the police department since irate citizens took things in hand, took the police chief's job out of the political-football category, and put him under six-year tenure.

Particular emphasis was paid, indirectly, to the then-and-now system of training police officers.

KVSO Goodwill Tours

KVSO, Ardmore, Okla., has started a series of Goodwill Tours to nearby communities for spring, summer and fall. Talent on visits will be local hillbilly and popular entertainment units heard regularly on station. Show will be held each two weeks. First trip was big success. Arrangements being made by Paul Duncan, chief announcer, and Albert Riesen, station manager. Daily Ardmoreite, owner of station, also sponsors trips.

Music Lessons on WJAY

Cleveland—Educational department of United Broadcasting is starting a new series of 9:45 a.m. Friday programs devoted to music lessons for first grade pupils. Edna Alice Whitsey, assistant supervisor of music for Cleveland Public Schools, will conduct.

Handwriting Psychologist

Mona Marlowe, noted grapho-psychologist, starts a new series of programs over WJBK. She will be heard Monday, Wednesday and Friday evenings at 6:45, sponsored by R. G. Dun Cigar Co.

Mona Marlowe's career has been a colorful one. She has worked on various newspapers throughout the Country, and was associated with The Van Couver Sun, in British Columbia. Started in Radio in 1924. Was associated with stations WGR, KFI, WTAM, WEA and others. Mona Marlowe's uncanny ability to read handwriting won her an important post with the Northwest Mounted Police, in Edmonton, Alberta. On her broadcasts, Miss Marlowe gives an analysis of the handwriting of those listeners who desire it.

Three-Way Talent Hunt

Starting this week and continuing throughout the summer months, WFIL, Woodside Amusement Park and the Philadelphia Daily News will co-operate in a weekly amateur talent hunt. Programs are presented at the park before a visual audience, entries being made thru the newspaper, station carrying the tyro talent. There will be weekly cash prizes with a 13-week sustaining contract over WFIL as the season's grand prize. Jack Steck of the WFIL staff directs the programs.

Legislative Talks in Italian

What the Pennsylvania state legislature does from week to week will be made clear to the Italian speaking people of Philadelphia through WDAS on Saturdays at 8:30 p.m. Representative Anna Brancato, representative from the 5th Congressional District, will speak in Italian and explain the legislative body's activities. Representative Brancato is the author and sponsor of the nationally famous Pawnshop Bill, recently passed in Penna.

School Activities on WDAS

Parents are enabled to learn just how their children spend their time in school through a series of programs broadcast over WDAS Tuesdays at 7 p.m. These programs presented under the auspices of the Philadelphia Board of Public Education. Students of all the Philadelphia High and Vocational schools are heard, some as announcers, others as production men. The idea of the programs is to illustrate the diversified character of the curricula in the schools and to demonstrate that the school system has kept pace with modern trends.

Kay Selb in WHN Press Dept.

Miss Kay Selb has been transferred to the WHN press department to assist Vivian Brown, who is compiling baseball material daily for the various sport commentators heard over the station. Miss Selb will work directly with Al Simons, publicity director of the station.

CENSORSHIP OF NEWS DENIED BY A. R. N. E. W.

(Continued from Page 1)

early this week. The resolution, just made public, reads:

"We, the executive committee of the Association of Radio News Editors and Writers, desiring to take exception to the implications contained in an article entitled 'News of the Air' published in a January issue of the Saturday Evening Post by Richard Sheridan Ames, do, after careful consideration, unanimously pass the following resolution:

"Be it and it is hereby resolved that the Association of Radio News Editors and Writers call upon the Saturday Evening Post to cooperate with the radio news writing profession in bringing to the attention of the American public who read the Saturday Evening Post by publishing what we know to be the true facts pertaining to the radio news writing and editing profession.

"Be it further resolved: That the executive committee of ARNEW be placed on record as saying to the American public that never, to our collective knowledge of the recognized profession, has any censorship of radio news by radio sponsors been tolerated or even suggested.

"That: ARNEW be placed on record as pledging itself and its members collectively and individually to the continued truthful and honest presentation of news items at all times."

Resolution is signed by: John Van Cronkhite, pres.; Al Hollender, sec'y; John Hughes, News Editor, Don Lee Network, San Francisco; Jack Harris, News Editor, WSM, Nashville; H. Lee MacEwen, News Director, WLW, Cincinnati; Beckley Smith, News Editor, WJAS, Pittsburgh; Kendall McClure, News Editor, WOAI, San Antonio; Walter Paschall, WSB, Atlanta.

First Program Offer Brings 1,200 Replies

(Continued from Page 1)

New England. Offer was a free souvenir pamphlet.

Program, which is heard Wednesday and Fridays 6:30-6:45 p.m., features Alton Hall Blackington, photographer and lecturer. Account is handled by Louis Glaser agency, this city.

Tim Goodman Resigns As Manager of WKRC

(Continued from Page 1)

independent means, expressed a desire to resign last fall, but was persuaded to stay pending the installation of new studios and transmitter at the station. Building plans were completed last month.

SELL TIME WITH SOUND

Make your sales story BRIEF — CONCISE — DRAMATIC

Record it on a Presto disc and send it to the time buyer. Records bring results. Ask for proof.

PRESTO RECORDING CORP.
149 W. 19th St., N. Y.

★ F. C. C. ★ ACTIVITIES

APPLICATIONS RECEIVED

Platt & Platt, Inc., Poughkeepsie, N. Y. CP for new station. 1310 kc., 100 watts night, 250 watts day, unlimited.

Jules J. Rubens, Aurora, Ill. CP for new station. 1040 kc., 250 watts, daytime.

Sims Broadcasting Co., Globe, Ariz. CP for new station. 1210 kc., 100 watts night, 250 watts day, unlimited.

APPLICATIONS GRANTED

KIDO, Boise, Idaho. CP covering changes in present equipment and increase in power to 5 Kw.

SET FOR HEARING

Continental Radio Co., Denver. CP for new station. 630 kc., 500 watts night, 1 Kw. day, unlimited.

Floyd A. Parton, San Jose, Cal. CP for new station. 1150 kc., 250 watts, daytime.

William F. Maag, Jr., Youngstown, Ohio. CP for new station. 1420 kc., 100 watts, daytime.

Havens & Martin, Inc., Petersburg, Va. CP for new station. 1210 kc., 100 watts night, 250 watts day, specified.

Arthur Lucas, Savannah, Ga. CP for new station. 1310 kc., 100 watts, unlimited.

Hampden-Hampshire Corp., Holyoke, Mass. CP for new station. 1240 kc., 1 Kw., unlimited.

E. B. McChristy, Brownwood, Tex. CP for new station. 630 kc., 250 watts, daytime.

Utica WUTK, Inc., Utica, N. Y. CP for new station. 1420 kc., 100 watts, unlimited.

EXAMINER'S RECOMMENDATIONS

Walter H. McGenty, Rice Lake, Wisc. CP for new station. 1210 kc., 250 watts, daytime, be granted.

KLPM, Minot, N. Dak. CP for change in frequency, power and hours of operation to 1360 kc., 500 watts, 1 Kw. L.S., unlimited, be granted.

Journal Co., Milwaukee. CP for new station. 1570 kc., 1 Kw., unlimited, be denied.

Mid-Atlantic Corp., Washington, D. C. CP for new station. 1570 kc., 1 Kw., unlimited, be denied.

Trenton Times, Trenton. CP for new station. 1570 kc., 250 watts, unlimited, be granted.

ACTION ON EXAMINER'S REPORTS

Bayou Broadcasting Co., Houston. Denied app. for CP for new station. 1210 kc., 100 watts, daytime.

WGBI, Scranton, Pa. Granted app. for mod. of lic. to increase power to 500 watts, 1 Kw. L.S., 880 kc., share time.

KALB, Alexandria, La. Granted mod. of lic. to change frequency, power and hours of operation to 1210 kc., 100 watts, unlimited.

Isadore Goldwasser, Anniston, Ala. Denied app. for CP for new station. 1420 kc., 100 watts, daytime.

H. W. Wilson and Ben Farmer, Wilson, N. C. Granted CP for new station. 1310 kc., 100 watts, daytime.

ORAL ARGUMENTS

Lawrence K. Miller, Pittsfield, Mass. Granted oral argument to be held May 27.



● ● ● Benton & Bowles radio head Tom Revere's trek to the coast today is to open and head an air dept. for the agency there.... Al Pearce's show, which we stated so many columns back would come from the coast shortly, starts westward after their May 25 airing, stopping at Philly, Detroit and other points.... Bill Bacher, the highest paid air director ("Hollywood Hotel"), will bow out on that show and handle "Show Boat" next fall from the coast.... Ted Hammerstein won't conduct an orchestra thru Conn. this summer—just for a lark.... Kated, Inc., the Kate Smith-Ted Collins firm, has placed Jim Crowley, famous pigskin coach, under its banner for radio appearances this Fall.... Billy Swanson replaces Bobby Hayes' musical aggregation at the Edison Green Room tonight—making it three openings for the music boys to cover—Carl Ravell at the Lexington and Bunny Berigan at the Penn.

● ● ● Songwriter J. Fred Coots went to Harry Smith's recording studio and made a special record for his little daughter's birthday.... A few days later he returned to pick up the finished product and suddenly realized that it wasn't Gloria's birthday at all—which is in December—but the natal day of his son—for whom he wanted the record made.... Which brings to mind the story of Fred Norman's secretary, Thelma Rose, who is weak under the talk of high pressure salesmanship.... Last Mother's Day, a man sold her a PONY to present as a gift.... The price was \$10 and she gave the seller five with the balance to be paid on delivery.... On the Sabbath the mare was delivered to their apartment—led by a rope.... P.S. Her mother had a fit—and the deposit was lost.

● ● ● Ferde Grofe will be heard in June playing his own compositions of modern American music, sponsored by Stokowski's former "paymaster.".... Wilson, Powell & Hayward, auditioned singers at CBS to send to Chicago with Red Nichols' band—a commercial in view.... Connie Boswell opens at the Palace theater in Los Angeles tomorrow doing a single.... Robert Lipson, CBS page, has been signed by the artist bureau as a singer and gets a build-up via sustaining.... He is the brother of the Gibson Girl.... "March of Time" piped a special show to the convention in West Virginia the other night.... Cotton Club will have a NBC wire shortly.... Bahm Twins, seven-year olds, recently heard via WINS, audition for the nets next week.

● ● ● Jack Benny will celebrate his fifth year as an air comic Sunday by tendering himself a testimonial banquet during his show.... Besides invitations to the cast, Greta Garbo has been asked to come—but won't.... Kate Smith and Ted Collins come down the homestretch and enter their seventh year on the etherwaves this week.... The flickers may boast about their Simone Simon but radio does all right by itself on double-talk with names like Phelps Phelps, the aircaster, Evan Evans, the baritone and Thomas Thomas, who also does a bit of vocalizing.

● ● ● Samuel Goldbetter, music agent, opens studios bearing his name Saturday on Broadway.... Ina Ray Hutton and her Melodears open at the Paramount the 19th, following the Original Dixieland Jazz Band.... Jerry Devine has been called in on the Bert Laehr scripts, which are improving.... Lester Lee is looking for a "name" prima donna for the Oscar Shaw "One Man Musicals"....

F. T. C. CASES

Cease and Desist Orders

Under a stipulation entered into with the Federal Trade Commission, Eddie Manufacturing Co., Chicago, will discontinue as a trade name or brand for its radio dials the name "Majestic," either alone or with the words "Radio Corporation" or with any other words so as to create the impression that the dials or the radio sets to which they are attached are manufactured by Grigsby-Grunow Co. or its successor in business, Majestic Radio & Television Corp. of Chicago, when such is not a fact. According to the stipulation, the right to use the name "Majestic" is vested in the latter corporation.

Benny Goodman Wins Block's Orchestra Poll

Martin Block, conductor of the WNEW "Make Believe Ballroom," has just completed his semi-annual poll, held in co-operation with his sponsors and the station, to determine the ten most popular bands airing today. Block's program is made up entirely of recordings, and poll determines who will be heard on his daily broadcasts. Total of 113,000 votes polled included 64 orks. Benny Goodman won with 20,058. Guy Lombardo, Shep Fields, Glen Gray, Hal Kemp, Horace Heidt, Tommy Dorsey, Chick Webb, Jan Garber and Russ Morgan followed in order named. Goodman will appear in person on the show tonight when announcement of winner is made, and will receive a scroll as token of victory. Block held last poll in September, 1936.

CBS Sets Eclipse Plans

CBS yesterday completed plans for broadcasting the eclipse June 8. The assignment has been turned over to William Perry, announcer, and Raymond Newby, engineer. They will sail May 14 for Lima, Peru, and upon their arrival will immediately join the Hayden Planetarium Grace-Peruvian Eclipse expedition. Actual airing of the eclipse will be heard June 8 from 6-6:30 p.m. Program will come from the Andes Mountains, with base station at Cerro de Pasco, Peru.

In addition to the broadcast of June 8, CBS has set four additional broadcasts on the eclipse. They will be heard tomorrow, 4-4:15 p.m.; May 29, 6:45-7 p.m.; June 3, 6-6:15 p.m., and June 7, 6-6:15 p.m.

Starr Changes Schedule

Martin Starr will be heard over WMCA at new periods, two evenings weekly, starting this week. He will do film reviews at 9:45 p.m. Wednesdays and cinema news and gossip at 8:30-8:45 p.m. Saturdays.

In a Gangplank Interview yesterday just before the sailing of the Normandie, Starr interviewed Barney Balaban, Paramount president, and N. L. Nathanson, Canadian movie mogul.

KNEL Boost in Power Takes Effect in May

Brady, Tex.—Boosting of power at KNEL from 100 watts to 250 watts will be completed early next month, with no increase in the station's rates. The change, according to G. L. Burns, will make the station dominant in West Texas, a rich farm and ranch area.

KNEL, located in the second smallest town in the U. S. to have a radio station, has been on the air about 550 days and less than 5 hours have been lost due to trouble with equipment.

Stan Fields Improved

Stan Fields, program director at WLTH, is expected back on the job tomorrow after a week's absence on account of illness. Norman Warenbud has been filling in for him.

WITH THE ★ WOMEN ★

By ADELE ALLERHAND

EXCERPT from a letter to Claudine Macdonald, NBC's program producing, emceeing and commentating grande dame (Yes, we do read other people's mail)... "I miss very much hearing your program as we get home too late to listen to it, because we love to hear talks on things artistic and cultural... **NOT BEING CULTURED OURSELVES**, we learn many things from folks such as you"... It's only one of many missives in the same vein received by her at NBC, according to Claudine... Should give some of the purveyors of ether entertainment food for thought on the subject of writing and playing down to a "not-quite-bright" audience... She believes they prefer to look up and thinks they're entitled to get what they want.

▼ ▼
Nancy Kelly, sub-deb ingenue temporarily missing from "The March of Time" because she went legit in "Susan and God," is back.... She'll return to the "Susan" opus Sept. 15 when it opens here.... Sunday's "We, the People" will have a dramatization of incident in the life of Ed Jerome, the "Roger Byron" of "Trouble House"... Anne Elsner of that program was thrilled to the proverbial core yesterday a.m. because the editor of "The Heinz Magazine of the Air" read a poem penned by papa Joe C. Elsner of Texas.... Jane Coyle, once of WIRE, Indianapolis, has been added to the KXBY staff as *cmanuensis-in-chief* to H. R. (Hal) Makelim, general manager.

▼ ▼
Margery Wilson, whose behavior-regulating tome, "The New Etiquette" is marked for June publication, will be heard on "It's a Woman's World" May 4, 11, 18 and 25.... She'll discuss "Fitting Your Personality to Life"... Wini Shaw, who recently offered a few Shavianisms on local ether programs, begins a week's engagement at the RKO Palace in Cleveland on Friday.... Helena Blakeney, mezzo soprano who recently sang at the Golden Gate Theater in Frisco, is vocalizing with the Hotel Oakland Concert Trio over KYA Sunday nights.... Francia White's up and about again and due back on the Fred Astaire Show Tuesday night.

ORCHESTRAS - MUSIC

MAESTRO BOB CROSBY and Ork open at the Aragon Ballroom in Chicago on May 29. Rockwell-O'Keefe Inc. set the deal.

Abe Lyman has just completed an intensive compilation of his music library. It now contains orchestration of every celebrated American song of the past fifty years and every published French tune since 1900.

The craze for "Bank Nights" and similar theater games is travestied by the "Three Swanks," vocal trio broadcasting over WDAS, Philly, in a satirical ditty titled "Screeno."

Al Kavelin's Ork, featuring Carmen and his pianofortitude, is being aired from San Francisco's Mark Hopkins Hotel, via KPO.

Mal Hallett and the musical aggregation whose batonist he is are playing one night stands and college prom dates. He opens at the N. Y. Paramount sometime between June 15 and July 15, after which he is contracted to fill an engagement at the Palomar in Los Angeles.

Xavier Cugat, Latin batonist now appearing at the Waldorf-Astoria, will be interviewed by Powell Clark, on WMCA's Grandstand and Bandstand program tomorrow at 2:30-5:30 p.m. In addition to being interviewed

Mellerdramas for WBBM

Chicago—WBBM has sold the only sizable block of time it had left between dawn and midnight to Nelson Brothers, who are launching an old time Opry House from 11 to noon Saturdays, starting this week, in WBBM's 300-seat studio theater. Opening performance will be "East Lynne" with Sunda Love, Rupert La Belle and Howard Hoffman as stars and Virginia Carle, Ethel Owen, Albert Halus, Earle Dewey and Kenneth Christy. All will be costumed according to the period of the play.

Deon Craddock will lead the community singing and Bob Hafter, WBBM production director, is writing and directing the show. Ken Christy will emcee and portray "Major McGonigle," owner of the company. Three-piece showboat type of orchestra will be augmented to four for this series.

WTAR DX Tieup in 2nd Year

WTAR, Norfolk, is beginning its second year as official Eastern station for Universal Radio DX Club of San Francisco. Station's test programs are dedicated to organization, and weekly tip-period is broadcast Friday mornings at eleven from the Club DX Calendar. Lee Chadwick, member of board of URDXC, on station's staff, is DX correspondent for WTAR.

Cugat will conduct Lee Grant's Band in a special arrangement of his own composition, "My Shawl."

Shep Fields and his Rippling Rhythm Orchestra go collegiate on Friday night when they play at the New York University Military Ball. They're scheduled to return to the Paramount later this spring.

Guy Lombardo and the boys go nautical but nice when they play for the Spring Dance at the Naval Academy in Annapolis.

The U. S. Marine Band, conducted by Capt. Taylor Branson, changes its time of broadcast from Tuesdays to Fridays, 12 noon to 1 p.m. EDT, in a new spring series of concerts beginning this Friday.

Benny Cash, for eight years pianist and vocalist with Kay Kyser's Orchestra, and since affiliated with Hal Kemp's Band, began a series of programs over WDNC yesterday at 9:30 p.m. He will remain in Durham for a while, during which time he'll be featured weekly over WDNC.

Peg La Centra has been signed to replace Frances Hunt with the Benny Goodman Band. Frances can't leave town because of her impending marriage to Maestro Lou Bring.

KFEQ Oratorical Finals

St. Joseph, Mo.—Finals in a city wide oratorical contest, an annual event, in a half-hour program broadcast Sunday over KFEQ, caused much favorable comment. Preliminaries for the contest were held in the auditorium of St. Joseph's Junior College and were open to all comers. Contestants were eliminated by judges until four were left for the final competition. The winner of the contest was announced immediately following the broadcast, each judge phoning his selection to the studio from his home where he had been listening. Winner received a silver loving cup. Contest was under the direction of the Y.M.C.A. and the local public speaking organization. Prizes were donated by local merchants. This is the fourth year that KFEQ has broadcast the finals in the city wide oratorical contest.

Gene Buck Fete on WMCA

A testimonial dinner to Gene Buck under auspices of the Catholic Actors Guild will be aired from the Hotel Astor between 11 p.m. and 12 midnight Sunday. Beatrice Lillie, Bert Lahr, Ed Wynn, Edgar Bergen, Fred Allen, Lawrence Tibbett are expected to be on the entertainment program.

Guests on WDAS Program

Philadelphia—Headline attractions from the Earle Theater will be guests each week on the WDAS Merry-Go-Round, heard daily at 2 p.m. Jan Garber was on last Friday. Others to be heard include Roger Pryor and Sally Rand.

GUEST-ING

SHEILA BARRETT, on "Nine O'Clock Revue," May 2 (WOR, 9 p.m.).

JERRY COOPER, ERROL FLYNN and the MAUCH TWINS, on "Hollywood Hotel," May 7 (CBS, 9 p.m.).

LOUIS D'ANGELO, on "Your Hit Parade," May 8 (CBS, 10 p.m.).

JOE HOWARD and ARTHUR CARRON on Hammerstein Music Hall, May 4 (CBS, 8 p.m.).

JIM THORNTON, with Col. Jack Major, May 3 (CBS, 3 p.m.).

JANE FROMAN, booked by Herman Bernie on Ben Bernie's American Can program, May 11 (NBC-Blue, 9 p.m.).

AMSTER SPIRO, newspaper editor, with Will Wright, May 4 (CBS, 3:30 p.m.).

EDWARD EVERETT HORTON, on Jack Oakie College, May 4 (CBS, 9:30 p.m.).

ROBERT BENCHLEY on Jack Oakie College, May 25 (CBS, 9:30 p.m.).

Voeller Buys Into Agency

West Coast Bureau, RADIO DAILY

Hollywood—Fitra Productions Inc., headed by W. H. Voeller, has acquired a 50 per cent interest in the Norman Frescott-Josie Sedgwick booking agency.

Under the new setup, agency will operate as Josie Sedgwick-Ray West & Associates Inc. I. O. Witte will be vice-president. Voeller and M. Pavaro, treasurer, will be on the board.

Charm
SCHOOL OF THE AIR
9-9:15 A.M. DAILY

PROMOTION

WDZ Follows Three "P's"

Pep, punch, and promotion are the 3 vital "p's" for a radio station—as important to it as the 3 "r's" to a student. WDZ in Tuscola, Ill., the third oldest station in the U. S., was given a step-up in power from 100 watts to 250 watts, a new vertical transmitter was built, a change in staff and management was made, and a policy of promotion and development started in March, 1936. That the policy of the 3 "p's" is a success, when applied to radio, is proved by the following WDZ statistics.

In the month of March, for the first week, mail reports showed 109 communications from 45 towns. Today, WDZ averages 1823 communications from 356 towns. WDZ has welcomed since Feb. 1, 1936, 7½ tons of babies at 5 pounds per baby, or 3,049 babies at this writing, on its baby program, "Their Majesties, the Babies," which incidentally was originated by the station manager, Clair B. Hull, while program manager at WMBD in Peoria. WDZ has had 10,197 celebrants on its Birthday Party. The "Jitter Bugs," a three piece swing band, has taken into its ranks over 3,000 members in a period of 3 months. "The Man on the Train" program, the only regularly scheduled broadcast of its kind in the world, has since Feb. 1, 1937, received 4085 letters, some communications having as many as 30 to 40 questions to be asked on train interviews.

KGNO Gets Regional Contest

The Southwest Association of Electrical dealers is starting a radio contest May 1 over KGNO, Dodge City, Kas.

Prize is the winner's choice of electric refrigerators sold in this area. Contest entails a visit to one or more dealers to get entry blanks. Contest continues one month, ending May 31, 1937. Newspaper and window tie-ins are being used. If the winner buys an electric refrigerator during the month, his contract and payments will be returned to him. There are 19 towns in southwestern Kansas included in the campaign, which is being carried only on KGNO.

SAN FRANCISCO

Jack Bailey, newcomer to California Radio System, will collaborate with George Irwin on weekly scripts for KYA's "Variety Showcase".

Bar Meadows track's feature races will be aired daily except Sunday and Monday over KYA.

Bob Anderson, S. F. Call-Bulletin's Radio Reporter, gets an increased schedule (thrice daily) five days a week during the summer, plus a 9 a.m. spot Saturday morning.

John B. Hughes, KFRC commentator, back from air trip to Chicago where he attended the Association of Radio News Writers and Commentators.

Bill Holmes, radio editor of Oakland Post-Enquirer, off to Hollywood for two weeks, with Don Logan, rewrite man, sitting in for him. Holmes will look over the cinema city's air castles.

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:
No. 24 of a Series

WBNX—New York

1000 Watts—1350 Kilocycles

W. C. ALCORN
General Manager

S. W. CAULFIELD
Treasurer

WBNX in New York is an outgrowth of the consolidation of three quarter-time stations, namely, WBNX, WMSG and WCDA. Operating on three quarter time it serves the varied interests of the large foreign language population of metropolitan New York by broadcasting program produced by the nationalities represented. In the aggregate, these nationalities, consisting only of foreign born residents, number 3,222,426 people, said to be a market equal in size to the cities of St. Louis, Cleveland and San Francisco.

Added to the native born of foreign and mixed parentage, a large number of whom still retain in a somewhat modified form, the customs and characteristics of their mother tongues, the metropolitan foreign language population served by WBNX number 6,583,087 people. This figure represents a multiple market greater than Boston, Chicago and Philadelphia combined.

Ranked by independent surveys as the best foreign language station in the United States, WBNX broadcasts in a variety of languages. The five major language groups, however, representing over 40 per cent of the metropolitan population, are Jewish, German, Italian, Spanish and Polish. Broadcasters of the type of Borden's Co., Consolidated Edison Co., and others have consistently benefited through the sponsorship of these foreign language programs.

Because of the individual nationalistic appeal of WBNX, its listeners are not subject to competition of network or large English speaking stations in New York. English programs, however, are not neglected and WBNX frequently carries special programs of general interest. It has also inaugurated many successful English periods including "Radio Clinic," "Rockets" and "Life Insurance Forum."

Operating with a directional antenna, the measured primary service area of WBNX contains a population of 9,583,087. Main studios and business offices are located at 260 East 161st Street. Transmitter is in Cliffside, New Jersey.

Whiteman Breaks Records

Chicago—Paul Whiteman has broken all records at the Gold Coast room of the Drake hotel. Top week was \$14,000, almost \$4,000 more than Jack Hylton, who was second best. Whiteman is pleased with first transmissions for Mutual and is seeking a Mutual wire for this summer from Fort Worth. Leaves here May 6 to play five one nighters on the way back to New York, where he will play a week at Loew's; then another week at Loew's in Washington. Linda Lee, who did a week with the band, has returned to New York.

Rosa di Giulio in Concerts

Rosa di Giulio, soprano now broadcasting over a hook-up consisting of WXYZ, WELL, WIBM, WKZO, WFDF, WBCM, WOOD-WASH and WJIM, on a number of sustaining and commercial programs, will make a special trip to New York next Sunday for radio and concert appearances. Miss di Giulio's first commitment is the title role in "Rigoletto," the opera to be presented at the Hippodrome May 1.

Air Interview Thomas C. Grace

Claudine Macdonald, of NBC special events department, will interview Thomas C. Grace of the State Division of the Federal Housing Administration at the North American Homes Exposition at Madison Square Garden on May 13, in a special broadcast, 12:15-12:25 p.m. over the NBC-Blue. Miss Macdonald will describe the "House of Tomorrow" which is being constructed in the Garden and equipped with every modern gadget.

New Italian Short Wave Unit

Italian Broadcasting Co. yesterday announced that it had placed an order with Electrical Apparatus Co., Milan, for a new 100-kilowatt output short wave broadcasting unit to be erected in Rome. International Telephone & Telegraph Co. of New York, of which the Milan concern is an affiliate, confirmed the announcement. Programs will be sent to all parts of the world on regular broadcast schedules, it was said. Apparatus is expected to be ready for service by 1938.

Another Record Claimer

Now it's WWL, New Orleans, who claims to ante-date WBNY and other stations in the offering of a regular Catholic High Mass each Sunday. A. S. Foster, promotion manager of WWL, says his station started carrying the High Mass early in 1924 and has kept it up each Sunday.

"Today's Children" Renewed

Chicago—Pillsbury Flour's serial "Today's Children" has been renewed starting May 29 for 52 more weeks over basic NBC-Red, Southeast, Southwest and North Central groups. Talent lineup remains the same. Irna Phillips is author.

WJAY Barn Dances

Cleveland—Barn Dances will get under way Saturday at 7-7:45 p.m. as a weekly feature over WJAY. Wayne West will be master of ceremonies, and each broadcast will be dedicated to some person or city.

NEW BUSINESS

Signed by Stations

Chicago

WBBM: McCormick Realty Co., Home Office Griffith (Friendly Philosopher), thrice weekly, through Presba, Fellers & Presba; Nelson Bros., Opry House, one-hour, Saturdays.

WLS: McCormick Realty (same as on WBBM).

WHK, Cleveland

Vim Health Food Products, 8 a.m. newscast by Ben Dean, thrice weekly.

WDSU, New Orleans

Big Yank Shirts, 15 min. weekly disks, 13 weeks, through Transamerican.

WDAF, Kansas City

Buick Motor Co., "Musical Clock," daily except Sunday starting May 3.

KVSO, Ardmore, Okla.

Dr. Pepper (beverage), time signals, three daily, through the summer.

Jack Eigen to Celebrate

Jack Eigen, whose "Broadway Newsreel" is heard over WMCA every Tuesday at 10 p.m., will celebrate one year of radio work on his May 4 broadcast. Eigen will offer a gala 15 minute broadcast on his first anniversary show.

PHILADELPHIA

Lynn Willis, recuperated from a nervous breakdown, returns Friday to the WIP announcer staff.

WFIL, in conjunction with National Accident & Health Insurance Week, is presenting a special series of programs for policy writers.

Edward Wallace, production manager, Don Martin, announcer; John Facenda, night supervisor, and Betty Schaffer, receptionist, all of WIP, are headed for the altar in the next few months.

With the new WLW wire, WFIL has four network affiliations. Others are NBC-Blue, Mutual and Quaker State. General Manager Donald Withycomb says WFIL not only will carry WLW, WHN and KQV sustaining shows, but later will feed them its own programs.

Jack Steck, WFIL mikeman, is emceeing outdoor shows at Woodside Park.

Pete Newman of the Sleepy Hollow Boys (WCAU) is engaged to one of the Murray Sisters. Mort Lawrence of the gang also is altar-bound.

Modern Choristers, local vocal group directed by Francke Cullis Morley, is radio-debuting over WIP.

Bill Dyer, WCAU sports announcer, adds another commercial shot, a 10-minute resume for Bachman Chocolate, besides the ones for Wheaties and Socony.



LES HACKER, manager of the Valley Electric Co.'s new radio station KVEC, is in Los Angeles for a quick business trip, preparatory to the opening on May 8, when the new 250-watt will start broadcasting with appropriate ceremonies.

Mary Shipp, niece of the late Jeanne Eagles, has been signed by Don Lee to play the Becky Thatcher role in the Tom Sawyer serial, formerly played by Dianna Lewis who goes to Texas with Larry Lee's ork as singer.

L. A. County Medical Society, which went on the air a month ago with weekly programs on KFI and KECE, using word syphilis and conducting a public education campaign on social diseases, reports that the society, which used to clear six or seven Wasserman tests a week, now makes from 30 to 40 daily, and that program which was eyed askance by some of the members is now hailed as an outstanding success.

Jack and Hazel O'Farrell will start a strip series for Globe Department store next week, Monday through Friday, 15 minutes on KECA. The two will enact the experiences of husband and wife, shopping background, based on material gathered by the two who tie in personal appearances at the store with their radio act. Contract is for year.

Bill Henry, sports editor of the L. A. Times, has been signed to cover the cup matches between Japan and United States, from San Francisco, over CBS t.c. net.

Frances Langford expected to be sufficiently recovered from her appendectomy to be back on Hollywood Hotel for May 7 airing.

Shirley Ross of the Ken Murray and Oswald show, set for Paramount's "This Way Please," Buddy Rogers co-starring.

KFI-KECA are adding a small speaker studio to their quarters in the Earl C. Anthony building, supplementing three large studios.

Morris Plan Bank, Washington, D. C. has purchased 52 week Wade Lane's Home Folks series, through Mertens & Price.

KANSAS CITY

Lewis Jones, Clifford Perkinson and Jimmie Davis, hillbilly string unit from WIRE known as The Mountain Rangers, have joined KXBY.

KCMO has signed Elko Photo Finishing Service for 13 weeks of six five-min. weekly periods.

KMBC staff shanghaied Margaret Heckle and Neal Keehan of "Across the Breakfast Table" on the occasion of their double birthday, Monday, and took them to Excelsior Springs for a surprise party. Jimmie Patt of CBS, Chicago, came down for the affair.

G. L. Taylor, president of Midland Television Inc., is back from a three-week eastern trip.

RADIO PERSONALITIES

No. 32 in the Series of Who's Who in the Industry

WILLIAM C. GILLESPIE, vice-president and general manager of "Tulsa's Friendly Columbia Station", KTUL, has been in the business since the days of carbon mikes, ear-phone headsets and shouting announcers. Born 1904 in Notasulga, Ala., he attended the



Radio has become his life-blood

University of Alabama where he became a member of the Sigma Nu Fraternity. Later went to Oklahoma City University.

Ventured into newspaper business in 1922 with Oklahoma Publishing Co., Okla. City. In 1923 he was in the advertising department of the Daily Oklahoman and Times and was devoting part of his time and a lot of his energy to KFJA. In 1927 he went to WKY as a salesman and was very soon made program director. The year 1930 found Bill Gillespie in Peoria, Ill., working for Edgar Bill at WMBD.

Answering the call of the west in '31 he became general manager of Iowa Broadcasting Network for Gardner Coles, Jr., helping to build and put KSO at Cedar Rapids and WIAS at Ottumwa, Iowa, on the air. In 1932 he

became vice-president and general manager of the Tulsa Broadcasting Co., which put KTUL, CBS affiliate, Tulsa's only full time radio station, on the air in 1933. Under Gillespie's management, KTUL has gone steadily forward since its opening a little over three years ago. Fifty national advertisers and 126 local advertisers use it regularly. He has made it a point to know each member of his staff of 53 not only as a "boss" but, what is more important, as a friend. Not so old in years, but a pioneer in the radio world. Once said: "They broke my heart when they took me out of the newspaper business and put me in radio, but it would kill me to leave it now."

★ Coast-to-Coast ★

HOWARD E. PILL, secretary and general manager of the Montgomery (Ala.) Broadcasting Co., has been elected president of Montgomery Rotary Club.

Ben Thaxton, featured in the Clark & Sorrell commercial on WDNC, Durham, N. C., the past 15 weeks, began a new sustaining series Tuesday. Mildred Goodrich continues to furnish piano accompaniment. Thaxton, a freshman at Duke U., also is heard on the "Melody Kitchen" commercial.

John Brown and June White (Mr. and Mrs. John Brown) are being starred by Radio Events Inc. in a new series, "Bruce, Betsy and Baby," in which they probably will use their recently born baby.

Jeff Baker, staff announcer at WTAR, Norfolk, has named the latest arrival in the family Beverly Brooks Baker.

Ed Robson, announcer at WDAS, Philadelphia, is former golf pro at Colonial Country Club, Mt. Kisco, N. Y.

L. V. Butcher, who recently took over management of KFBI, Abilene and Salina, Kas., has been making things hum with new ideas at the station.

Pat Stanton, general manager of

WDAS, Philadelphia, will stage another show of his moving pictures at the Philadelphia Turngemeinde on May 5. Film is a travelogue of Ireland which Stanton made last summer. In two shows held during the past few months Stanton has shown film to over 5,000 listeners to his Four Provinces Irish Hour. At last showing police were called out to keep crowd in check, and as a gesture he will show film to Irish police of Phila. at a special showing.

Arthur Bergstrom, formerly with the Dramatic Group of WTIC, Hartford, Conn., has been added to the announcing staff at WSPR, Springfield, Mass.

Paul Blaufox, formerly with Major Bowes, is managing the Grand Opera House, Wilmington, Del.

Effective this week and continuing until program fades for season on May 15, Saturday eve shows from Hampton Institute, originated by WTAR, Norfolk, will be fed to Canadian Broadcasting Corp. as well as red network of NBC.

Philip Keith Palmer, formerly announcer at WIOD, Miami, has joined the announcing staff of WMAS, Springfield, Mass.

KVSO, Ardmore, Okla., has been concentrating on remotes and studio programs for Ardmore's "Golden



KAY KYSER and Harry Kogen are among the bandmasters named Caballeros de la Fiesta by Mayor Rossi of San Francisco in connection with the Golden Gate bridge opening May 28.

Lee Wiley, former Whitemanite, dropped in on Paul at the Drake en route from the west coast to New York.

Twelve Drake College (Ia.) students in Chicago over week-end doing broadcasts for NBC and WLS.

Frank Falknor, western engineering supervisor for CBS, back from a one-week swing that took him to St. Louis, Detroit, Washington and New York.

Frank Rand, CBS publicity chief, to New York yesterday for consultation with Don Higgins.

Jimmy Patt, special events boss at CBS, visiting his family in Kansas City after putting on Drake relays broadcast from Des Moines Saturday.

Dick Hallett, WBBM engineer, just over appendicitis operation, now laid up with pleurisy.

Bill Telaak and Sally Payne, comedy duo, who have just finished a week at the Oriental Theater, will make a guest appearance on the Bowman Fireside Theater on WGN, May 5. They have just finished a picture with Gene Autry and are to return to the coast for more film work.

Jack Hurdle, supervisor of Gold Medal Feature Time on CBS, and Nancy Hurdle, his wife, of Betty and Bob cast, visiting old home, Bloomington, Ill.

Don Gallagher, former Shakespearean player, has joined "Modern Cinderella" cast.

Bill Thompson and Hugh Studebaker dropped their other radio shows to go along to Hollywood with Fibber McGee and Molly.

Jubilee Year." Big audience show is handled monthly out of local auditorium. Special meetings, parades, etc., also aired. Station break occasionally is: "KVSO, Ardmore, Golden Jubilee City." Celebration widely publicized by that simple means.

ONE MINUTE INTERVIEW

JERRY DANZIG

"Interviewing people is really a science, borne out of practice. The right questions, how to lead from one topic to another gracefully, and what is news and possesses human interest, all come from long hard days of city desk assignments. I've covered so many stories, exciting, good, bad and in different, that the question comes by second nature."

Coming Events

April 29-May 1: 20th Anniversary Convention of the American Association of Advertising Agencies, Greenbrier Hotel, White Sulphur Springs, W. Va.

May 2-9: National Music Week; David Sarnoff, chairman.

May 3-5: Eighth annual institute for education by radio, Ohio State University, Columbus, O.

May 7: NBC Athletic Association Spring Dance, Hotel Roosevelt, New York.

May 10-12: Institute of Radio Engineers Silver Anniversary Convention, New York.

May 12-15: World conference on radio communication and television, Cairo, Egypt.

May 14-30: Syndicate Professionel des Industries Radioelectriques 14th Annual Salon, Palais Neo-Parnasse, Paris.

May 15-18: Second Annual Congress of Colonial Broadcasting of National Federation of Radio Mfrs. of England, Paris.

May 15-31: Radio and Television Fair, International Exposition Grounds, Paris.

May 12-19: Philco eastern distributors convention, Greenbrier Hotel, White Sulphur Springs, W. Va.

May 19: Luncheon meeting of radio sales promotion men, Victoria Hotel.

May 23-25: National Radio Service Ass'n convention, Dallas.

May 23-26: Philco western distributors convention, Del Monte Hotel, Del Monte, Cal.

May 24-28: Society of Motion Picture Engineers, spring convention, Roosevelt Hotel, Hollywood, Cal.

June 1-10: Radio-television exposition, Moscow.

June 10-17: British Television exposition, organized by Radio-Electrical Industry of Great Britain, South Kensington Museum, London.

June 14: American Federation of Musicians' annual convention, Louisville, Ky.

June 20-23: National Association of Broadcasters' annual convention, Hotel Sherman, Chicago.

June 20-23: Advertising Federation of America's 33rd annual convention, Hotel Pennsylvania, New York.

ST. LOUIS

Waller Hornaday, WTMV scripter-announcer, resigns May 1 to take a copy job at Ruthrauff & Ryan here. Irving Paznan succeeds him. Fred Hirsch takes over two of Hornaday's production jobs.

John L. Sullivan, WTMV salesman, is back on the job after an illness.

Abe Hendry, formerly of WIL, and George Stone of St. Louis Star-Times join the WTMV sales staff May 1.

Dan Donaldson, former WEW announcer, has joined KMOX. Lloyd C. Smith, recently of WKY, Oklahoma City, has been added to same station's sales staff.

Pappy Chesshire and 24 hillbillies started a new 2-hour jamboree on KMOX for United Remedies of Chicago last Saturday.

Fred Hirsch, WTMV scripter and announcer, starts Saturday as "Red" Steele, The Flying Investigator, for Massey Dairy, Granite City, Ill., for a daily show.

If I Had A Station To Manage

By An Observer

THERE is no reason why small independent radio stations, without network affiliations, cannot lift themselves out of the morass of commonplace broadcasting outlets, loaded with the humdrum run of inferior local talent—unproductive of results for sponsors—and the laughing stock of stations handling the big-time shows with big names.

The formula is simple—easily adapted. It is difficult once the station has allowed itself to retrogress by playing phonograph records all day, or by allowing on its wavelength "Sister Susie and Her Calliope" and that sort of sustaining, unpaid talent just to fill up vacant hours.

Sustaining programs are just as important as commercial shows. If a magazine is known and famous for its editorial content which alone attract readers for the advertising—then a radio station must consider its sustaining as well as commercial program periods as carefully as publishers consider authors and stories.

Small stations state on every hand that they cannot compete with other outlets having network affiliations. While they may not have a Jack Benny, Fred Allen, Eddie Cantor, Phil Baker, Jack Pearl, or other type of comedy and variety show—while they may not have an Erno Rapee, Frank Black, Kostelanetz, Rubinoff, Bennie Goodman or other band or orchestra of like calibre in the flesh or over the wires—they CAN dispense good comedy and good music and enough variety entertainment to create box-office appeal to listeners in their locale.

After all, local advertisers want to use radio advertising at a time of day when they can get larger audiences. Night time broadcasts in most cities are "out" for most retailers, because the local network outlet has network commitments. That's where the independent station stands to make some real money and do a really good job. They have the time available. They must have programming knowledge and make that available to sponsors. Otherwise no sale. And they will never have listening audiences unless they are consistently presenting to the audience things the audience wants to hear.

Move No. 1 for the independent: Subscribe to a good musical library service. The station then has music of all types at its command. Instead of playing phonograph records all day and mentioning "This is a recording" before each record, it is only necessary to mention "electrical transcription" twice in a fifteen minute period. The sting can be taken off further by tying in the opening announcement with the show such as "Joe Doe and His Radio Revelers, transcribed for your entertainment" or some such phrase. Then, with the musical library, the music sounds as though coming from one band instead of a variety of different orchestras with their individual touches and rhythms. It sounds like a studio

ork—and if rehearsed, the show is as smooth running as any network effort.

Move No. 2: Restrict co-operative programs to certain specific periods, using the library service as a variety show and bringing in a comedy team if desired to give the program a network twist. 100, 125 and 150 announcements are no more than classified advertising and mighty ineffective as a campaign by itself unless constant over a long period of time. While they serve a definite purpose, almost every station overdoes the number of cut-ins and minute-spots to the point of nausea. The station does itself no good—the advertiser even less. Minimize the number of announcements accepted to certain periods far remote from each other and build shows. Then the announcements become more resultful.

Move No. 3: Fire all salesmen who do not bring in at least one quarter hour period for every three announcement contracts. Trouble with radio salesmen (time) is that they cannot think in terms of more than \$5.00 at a time. Anything else scares them. A radio station does itself no good with a staff of salesmen like this. True minute announcements mean revenue—and the death knell of local independents in overdoses.

Move No. 4: Get acquainted with syndicated transcriptions containing big names in the casts. These are available at really low cost in small cities—hardly more than the actual cost of pressings. The audience wants shows. If the local outlet cannot give them shows in the flesh, good transcriptions in 100 cases out of 100 have greater drawing power than John Brown's daughter who plays the zither with her friend accompanying her on the paper-and-comb. Syndicated transcription programs give the station comedy, adventure, drama, romance, thrills, variety, etc. I maintain that it is possible to plan a day of broadcasts more diversified and interesting than even a network outlet, given the transcription shows to work with. It is not necessary that the station buy the transcription series to use for sustaining shows. Get clients sold on 15 minute units—contact a transcription house—they will be glad to send a representative to help your own salesmen close sales. The producer of transcriptions want sales of programs. The station owner wants sales of time. The two could work more closely together. Let the station set the auditions. The producer's representative will help close the deal.

Move No. 5: Make all announcers pass regular announcing tests. They get careless—hang around the studios doing nothing when not handling a show—read all announcements as though the public owes them something including questionable reverence. They forget that they must sell the sponsor's goods . . . not just "read" a lot of words on paper. They should treat the microphone as a prospect they are canvassing person-

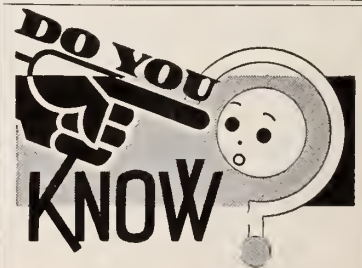
☆ "Quotes" ☆

GERTRUDE BERG: "The advent of television will make little or no difference to radio as a commercial medium. For years even after it is perfected television will be used chiefly as a medium for the presentation of special events, sporting events and perhaps some musical reviews and stage plays. Radio dramatics, as it is being developed, will continue to thrive as a separate entity because of its great flexibility, an advantage which will not be possible with television. The regular, staple radio features will still go on as they are today, with the exception perhaps, of developments in presentation technique."

EDGAR BERGEN: "It's only natural for people to begin to resent the radio comedians. There's entirely too much of them, and too much made of them. In all the years that have seen a steady advancement in Radio Production, the comedian has never changed his gagging style to conform with the shifts in taste. On my new program I will change my act by adding a female edition of Charlie McCarthy who will swap comedy lines with him. Then there's Elmer, a Frankensteinish monster who ought to scare a few laughs from the audience. All in all, I'll never let my act become so set in type that the public will know just what to expect when they dial me in."

MAX EASTMAN: "This business of turning out forty-thousand jokes a week for the radio market has become a serious business. That's the trouble with it. The speed is too high, competition too strong. The play is out of it and that's why humor is stiff in the joints. I can't see any cure for it except to get more comedians and not work them so hard—not let them work so hard. Bring up the chairs and force them into a sit-down strike."

ally and try to sell that animate object the product being advertised. When announcers will do that thing and not go off half-cocked as well as cocky, it will be a great day for radio advertising. Not all can be a Graham McNamee or a David Ross or a Tony Wons. But they can try to be salesmen instead of breathing automatons.



Nevada has the fewest stations of any state in the U. S. One in Reno is the total.



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 58

NEW YORK, N. Y., FRIDAY, APRIL 30, 1937

FIVE CENTS

40-Hour Week for WOR

VISUALIZES TELEVISION AS INTERSTATE UTILITY

When television comes, it will probably be an interstate utility under federal regulation, in the opinion of Prof. C. F. Harding, head of School of Electrical Engineering at Purdue University, Lafayette, Ind. In an article titled "Seeing Is Believing", in the April issue of The Purdue Engineer, Dr. Harding says in part: "Who will provide television? Obviously such a gigantic, country-wide problem cannot be easily assembled from its multitudinous details, and it is not to be engineered and financed by any individual or any small corporation. It must be an interstate utility under federal regulation. It must be carried out

(Continued on Page 6)

Thos. Slowie Appointed Secretary of the FCC

Washington Bureau, RADIO DAILY

Washington—Thomas J. Slowie of Clinton, Ia., yesterday was appointed secretary of the FCC, effective May 1. Appointment was made by the FCC sitting en banc. Slowie was formerly secretary to the late Congressman P. M. Jacobsen of Iowa. As far as is generally known, the

(Continued on Page 2)

Father Coughlin Adds Two Colonial Outlets

Boston—Rev. Charles E. Coughlin's "Children's Hour," heard Sundays 4-5 p.m. on the Colonial network of 13 outlets, will add two more this Sunday when WNBX, Springfield, Vt., and WNLC, New London, Conn., join the web. With WAAB, this city, as the key station, program is now carried on the full net of 15 outlets.

23-Hour Broadcast

Toronto—Canada's coronation broadcast will last 23 hours, running from 4 a.m. on May 12 to 3 a.m. on May 13, it is announced by Major W. E. Gladstone, general manager of Canadian Broadcasting Corp. In its Dominion-wide Coronation Day broadcast, CBC will use the new short wave receiving station near Ottawa, picking up direct from London.

Flood Service

Wheeling, W. Va.—Return of flood conditions this week pressed WWVA into service again, similar to the services rendered last January and a year ago. Station installed a special broadcast line between its studios and U. S. Lock No. 12 at Warwood, W. Va. With remote equipment, bulletins were broadcast direct from the dam at half-hour intervals.

WJTN, JAMESTOWN, N. Y., JOINING NBC BLUE NET

WJTN, Jamestown, N. Y., a 250-watt daytime, 100 at night, will join the NBC-Blue network on May 15 as an optional outlet. Station is owned by James Broadcasting Inc., and has been in operation since 1924. Charles Denny is station manager. Network rate will be \$120 per hour.

P. & G. Bunches Time On Fidler, Vic & Sade

Following close behind the announcement that Jimmy Fidler would be given an additional quarter hour show each week by Procter & Gamble, on Friday nights, comes the news that same sponsors will shift their Wednesday night airing of Vic and Sade, now heard 10-10:15 p.m. on NBS-Blue net, to the 15-minute period immediately following the commentator, giving them a solid half-hour on the NBC-Red

(Continued on Page 3)

Confab With Broadcasters Sought by Film Exhibitors

A conference with broadcasters on the question of radio competition with the movies will be sought by the Motion Picture Theater Owners of America following a meeting of the exhibitor organization's special radio committee yesterday at the offices of Walter Vincent, chairman.

Main concern of the movie men is the appearances of film stars on the air which the film exhibitors consider competitive and harmful to their business. Effort will be made

McCosker Announces Increase in Staff to Permit Shorter Working Week—Union Signs Engineers in Six Stations

ECKHARDT ELECTED CHAIRMAN OF AAAA

White Sulphur Springs, W. Va.—Development of a more professional touch in broadcasting, together with a decreased emphasis on box tops, contests, and other hectic phases of radio advertising, was prophesied yesterday at annual convention of the American Association of Advertising Agencies.

Meeting behind closed doors, the convention heard the future development of radio analyzed by Arthur Pryor, Jr., vice-president and radio director of Batten, Barton, Durstine & Osborn, Inc., New York.

His speech was not released, but in an interview later, he told RADIO DAILY that more professional handling of commercials as well as of entertainment is strengthening the

(Continued on Page 3)

Ford Dealers Sign Off Al Pearce Midwest Show

Ford Motor Dealers last night signed off their special Al Pearce show aired over the Michigan network every Thursday from 8-8:30 p.m. Program was bankrolled by dealers in the middle west, with Pearce making special trips each week to vari-

(Continued on Page 2)

Conforming with the general upswing in business recovery, the WOR board of directors at its regular monthly meeting, held yesterday morning, announced through Alfred J. McCosker, WOR president, a 40-hour week for all WOR employees. Plan will go into effect just as soon as additional personnel can be hired and trained to take over assignments. Order affects 200 employees.

Out in Portland, Ore., the ARTA has signed up 90 per cent of the engineering staff of all six commercial stations in the city, it was also announced yesterday, by Harold Katan, head of the ARTA broadcast division. Stations are: KALE, KEX, KGW, KOIN, KWJJ and KXL. Negotiations are now going on between ARTA and managements of the respective stations. Marine division of the ARTA recruited the members. The broadcast division, as yet, has no office there.

In making the WOR announcement, McCosker made it known that the station now has an agreement with

(Continued on Page 3)

M-G-M Radio Program Being Talked on Coast

Conferences are understood to be under way at present in Hollywood for the production of a regular radio program by M-G-M, originating on the coast and using the Metro film talent. Louis K. Sidney, head of WHN, controlled by Loew's, which is the M-G-M parent company, is participating in the talks. A similar experiment was recently tried and dropped by Paramount.

Late Listeners

Chicago—NBC learned something about the size of its after midnight audience when a one-time request for mail from listeners was made at the conclusion of the "Lights Out" ghost-horror show at 12:59 EST. More than 4,000 listeners wrote in letters and cards of appreciation despite the fact that it is a sustaining show and nothing was offered free.

(Continued on Page 3)



Vol. 1, No. 58 Fri., Apr. 30, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicote, President and Publisher; Donald M. Mercereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicote, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk and Verne Bailey, 6425 Hollywood Blvd. Phone Granite 6607. Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879. Copyright, 1937, by Radio Daily Corp. All rights reserved.

FINANCIAL

(Thursday, Apr. 29)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	162	160 1/8	160 3/8	+ 1/4
Crosley Radio	20 1/4	19 1/4	19 1/4	—
Gen. Electric	53	51 3/8	51 3/4	— 1/8
North American	24 7/8	24	24	— 3/8
RCA Common	9 1/4	8 5/8	9	+ 1/4
RCA First Pfd.	69	68 1/4	68 1/2	+ 3/4
RCA 55 Pfd. B.				—
Stewart Warner	18 1/2	18	18 1/4	+ 1/4
Zenith Radio	34	32 1/2	33 1/2	+ 1

NEW YORK CURB EXCHANGE

Hazeltine Corp.	16 3/8	15 3/4	15 3/4	— 1/4
Majestic				—
Nat. Union Radio	2 1/4	2 1/8	2 1/8	+ 1/8

OVER THE COUNTER

	Bid	Asked
CBS A	50	52
CBS B	49 1/2	51 1/2
Stromberg Carlson	13 1/2	14 1/2

New WKY Production Manager

Oklahoma City—Allan Clark, WKY musical director, has been made production manager, with Hal Scher, formerly of the WKY sales staff, as his assistant. Clark will have charge of all production except dramatics, which will be directed by Daryl McAllister.

Revival on KFRO

Longview, Tex.—The Hamm Revival will be broadcast over KFRO five days weekly, 10-11 a.m. each Tuesday, Wednesday, Thursday, Friday and Saturday, starting May 4. Most of the churches in the city are cooperating in this joint Revival.

R-O'K Sign Ruth Etting

Ruth Etting has just signed an exclusive contract with Rockwell-O'Keefe, Inc.

MARTIN BLOCK'S "MAKE-BELIEVE BALLROOM"

A WNEW FEATURE
1250 Kc.

10 to 11 A.M. — 5:30 to 7 P.M.

Ford Dealers Sign Off At Pearce Midwest Show

(Continued from Page 1)

ous cities where program was heard, broadcasting each week from different city. Show, titled "Your Stars At Home" was heard over WXYZ, WELL, WIBM, WKZO, WFDF, WBCM and WOOD-WASH and WJIM. Pearce remains on his Tuesday night coast-to-coast show now being aired over CBS from New York, but will move entire program to the west coast shortly.

Beemer Forms Ad Agency

Detroit—Brace Beemer, for the past few years associated with the King-Trendle Broadcasting Corp., operators of the Michigan network, has resigned from that company to form the advertising agency of Brace Beemer, Inc. Beemer will specialize in radio advertising, and has contracted to handle all radio contracts for the Bernard Schwartz Corporation, Deisel-Wemmer-Gilbert Corp. and subsidiaries.

Star Radio's Anniversary

Star Radio Programs Inc. tomorrow will celebrate their first anniversary. The organization has built up a clientele of 126 stations. In addition to the programs it provides, approximately 4,000 Star commercials are being broadcast weekly, according to Daniel C. Studin, executive v.p.

WMAQ-News Courtesy Line

Chicago—Credit line, "WMAQ, the Chicago Daily News station", is solely a courtesy to the News, the station being owned in its entirety and operated by NBC, it is pointed out by Niles Trammell, NBC vice-president here. Station was acquired shortly after Frank Knox became publisher of the News.

Mayor Douglas Reelected

Charlotte, N. C.—Mayor Ben E. Douglas, announcer at WSCC and Mayor of this city, has been re-elected to his municipal post. Douglas handles the mike for "Organ Melodies." He also is an accomplished sports announcer.

"World is Yours" New Time

"The World Is Yours," NBC educational feature presented in cooperation with the U. S. Office of Education and the Smithsonian Institution, formerly heard at 11:30 a.m., changes Sunday to a 4:30-5 p.m. spot over the NBC-Red.

CBS Seeks New Transmitter

Washington Bureau, RADIO DAILY
Washington—Columbia Broadcasting System Inc. of Wayne, N. J., has applied to the FCC for permit to build a new transmitter and increase power.

New KFYZ Amplifier

Bismarck, N. D. — KFYZ has ordered the new Western Electric 110 A program amplifier. The equipment, sent with a "rush" on the order, is expected to arrive soon. Chief Engineer Ivar Nelson will install the amplifier as soon as it arrives.

Thos. Slowie Appointed Secretary of the FCC

(Continued from Page 1)

newly appointed FCC man has had no previous experience in radio beyond work in the recent political campaign.

It had been believed that the job would go to Robert I. B. Berger, radio director of the Democratic National Committee. Position of secretary to the FCC has been vacant since resignation of Herbert L. Petty, some months ago.

Disk Series Based on Films

A new series of 13 disks, based on the current Crescent historical action pictures, starring Tom Keene, will be cut and released by the J. W. March Advertising Agency within the next month. Series will be released nationally, and will be under the direction of Robert S. Feldman of WNEW. The New York station has aired some programs based on the same theme, also produced by Feldman, who is associated with the station.

Switching Busse

J. W. Marrow Manufacturing Co., sponsors of Henry Busse and his orchestra, will switch the show from its present Wednesday 4-4:15 p.m. spot to Sunday 11:45 a.m.-12 noon on May 2. Program will remain on the NBC-Red network and will be heard over the same stations. Baggage, Horton & Hoyt, Inc., of Chicago, has the account.

Builds Utility Equipment

Charlotte, N. C.—J. M. Whitman, member of the engineering department of WBT, has built a utility instrument that can be used for almost anything that goes on around a studio. The instrument has a turntable for playing sound effect records, a public address system, two speakers, and auditioning equipment.

WBBM Publicity Survey

Hal Burnett, publicity director of WBBM, the CBS station in Chicago, is conducting a questionnaire among radio editors with a view to improving the service given them by the station's press department.

Variety Show from London

A variety show emanating from London's famous "Palladium" via British Broadcasting will be heard over the NBC-Red network this afternoon from 2-2:30.

Fitzgerald as Sales Contact

L. J. Fitzgerald of the NBC Artists Service starting May 15 will be the sales contact on all NBC concert artists placed on commercial radio programs.

LEO SAYS:
New York's No. 1
showmanship station produces some of the biggest star-studded shows on the air waves.

WJIN DIAL 1010
M-G-M LOEW'S

COMING and GOING

JOHN V. L. HOGAN, president of Interstate Broadcasting, is back from Washington, where he went to present a petition to the FCC requesting that WQXR power be increased from 1,000 watts to 5,000 watts.

MR. and MRS. JOE WEBER are sailing tomorrow aboard the S. S. Pennsylvanian for a European vacation.

THOMAS G. ROCKWELL of Rockwell-O'Keefe, who has been visiting the eastern offices of the firm for the past ten days, is scheduled to return to Hollywood Monday.

FRED WEBER, general manager of the Mutual Broadcasting System, goes to Cleveland on Sunday.

LESTER GOTTLIEB of the Mutual press department in New York goes to Washington today to attend WOL's party anent new studio opening.

MR. and MRS. NORMAN CRAIG of Craig & Hollingsbery, Inc., station reps, will spend the week-end in Utica and Rochester on business.

JERRY COOPER left for Hollywood by train last night.

ANDRE KOSTELANETZ planned to the west coast yesterday. Will be gone for ten days.

GEORGE W. SCHER, publicity director of Lennen & Mitchell, leaves May 15 for a 2-week vacation. Will cruise to Havana.

NICK KEESELY and JIM MALONEY of N. W. Ayer & Son went to Dayton yesterday to put on the Dale Carnegie program.

PAUL LOUIS of Columbia Concerts Corp. will return from the coast on May 12.

JOHN O'CONNOR, president of Words & Music, Inc., is scheduled to return from Hollywood on June 1.

BRAD BROWN and H. L. McCLINTON of N. W. Ayer are back today from Detroit.

TOMMY DORSEY and band leave New York on Sunday on a tour of one night stands that will cover Eastern and Southern part of the country.

W. H. STEIN, vice-president of Music Corp. of America, arrives in New York this week-end for a brief visit before making a Hollywood trip.

Dr. Stamm Returns to Air

Dr. Frederick K. Stamm, pastor of the Clinton Avenue Congregational Church, Brooklyn, will be heard in a new series of Sunday morning talks entitled, "Highlights of the Bible," beginning Sunday, 10-10:30 a.m., over the NBC-Red network. The series will end Aug. 29. Dr. Stamm, who speaks under the auspices of the Federal Council of Churches of Christ of America, returns to the air in religious broadcasts over the NBC networks for the fourth successive season.

THE SONGBIRD OF THE SOUTH

**KATE
SMITH**

A & P BANDWAGON

THURSDAYS

CBS NETWORK 8-9 P.M., E.S.T.

EXCL. MANAGEMENT TED COLLINS

40-HR. WEEK FOR WOR; UNION IN SIX STATIONS

(Continued from Page 1)

the Association of Technical Employees of WOR, representing its engineering staff, which runs until March, 1938. That portion of the agreement dealing with a 48-hour week for engineers, automatically with this announcement, has been amended to read, 40-hours.

Members of the WOR production staff will work a straight 40-hour schedule, based on the "elapsed time" method of computing hours, i. e., all production men will be considered "on duty" from the time they report for work until they quit, whether time was actually put in working on a program or not. Men are now working a 48-hour week.

How many employees WOR will have to hire to put the new working hour plan into operation has not been estimated. Jack Poppele, WOR chief engineer, said that in his department seven more engineers would have to be added to the 40 already on the station payroll.

Virginia Verrill on Saturday

Virginia Verrill starts a new "Vocals by Verrill" series over CBS tomorrow 5:30-5:45 p.m. Program comes from the coast and will include Wilbur Hatch's orchestra.

AD AGENCIES

THE ADCRAFT CLUB OF DETROIT, at its first meeting since its elections a few weeks ago, yesterday installed J. J. Hartigan, v.p. of Campbell-Ewald Co., Inc., as the new president. Other officers named were William H. Moore, advertising director of the Detroit News, first v.p., Charles Hargrave, second v.p., Harry Wise, secretary of the board, Hal G. Trump, reappointed treasurer and Harold M. Hastings, re-elected secretary-manager.

PHILIP W. LENNEN, president of Lennen & Mitchell, Inc., yesterday announced the appointment of L. E. McGivena to the executive staff of the agency, effective June 1. McGivena, promotion manager of the New York Daily News for the past 16 years, has tendered his resignation, effective May 1, to the newspaper and will vacation for one month before assuming new duties.

KAREL RICKERSON, formerly associated with the J. Sterling Getchell, Inc., has been appointed manager of the office in Kenosha, Wis. of Geyer, Cornell & Newell, Inc.

ROBERT S. DANNERS of Writers Advertising Agency, Denver, has been appointed Western representative of the Mobile Advertising, Inc., New York.

LOUIS ARMSTRONG AND HIS ORCHESTRA

Fleischmann's Yeast, Fridays,
NBC Blue, 9 P. M.

3rd week at Paramount. New York
JOE GLASER, PERSONAL MANAGER
ROCKWELL-O'KEEFE, INC.

NEW PROGRAMS—IDEAS

Radio Council on WVFW

A new program inaugurated over WVFW, Brooklyn, and presented each Thursday at 11:15 p.m., is the New York Radio Council. The first program had as its principal speaker Daniel Gutman, assistant District Attorney of Kings County, who spoke on Crime in the Juvenile. Each week a prominent citizen from Public Service Department speaks on topics of interest to the community.

A Friday morning program of great interest to WVFW listeners is called "What are you reading?" and reviews the best sellers of fiction and non-fiction. Books reviewed during the presentation have been reviewed on later programs over the networks.

Station Staff Gossip

Another new program idea just going in at KGNO, Dodge City, Kas. It is a "Hollywood Gossip" style of program, but devoted entirely to station staff, entertainers and programs.

Title is "Jay Allen's KGNO Gos-

sip club." Jay Allen, a reporter on a local paper, gives some (very) personal notes on staff members, along with a little comedy, ballyhoo for coming programs and contests. It runs weekly on Wednesday nights. Incidentally, it is synchronized with a weekly newspaper column devoted to the station. The combination gives advertisers quite a bit of extra plugging, especially if they're running a contest, and the radio gossip proves very interesting.

Satire in Song

WDAS, Philadelphia, is poking fun at the various follies and foibles of our everyday life in song. The Three Swanks, vocal trio, has been added to the station's artists staff to make the vocal satires. Initial program on Saturday will take a shot at the craze for Bank Nights in the movie houses, featuring an original composition called "Bank Night."

Eckhardt is Elected Chairman of AAAA

(Continued from Page 1)

medium with both public and advertiser.

"The amateurish, blatant, and over enthusiastic is now definitely in the minority", he said. "Despite the hot likes and dislikes of the public, there is less and less of criticism. From intellectuals or others. The trend is away from stunts, toward accepted forms of entertainment. Radio is developing its own style of entertainers and directors, who sense its possibilities in a new way. When theater and motion picture people realize these potentialities, it opens an entirely new field to them.

"Set sales indicate no slackening of interest in radio. Of the 100,000 sets sold each week, 70 to 75 per cent are either replacements or second sets in radio homes. The other 30 per cent are creating a million and a half new radio homes yearly. "Broadcast time sales can't continue to grow as fast as they have. Program time is definitely hard to get, and the only available hours are scattered or opposite stellar programs. Time sales are nearly as high as they can go unless we get a practical method of synchronous broadcasting on a whole network, thus releasing wave lengths for creation of new networks.

"The great demand now is for the person with peculiar ability at writing, acting, or musical performance." The agency convention late yesterday elected Henry Eckhardt of Kenyon & Eckhardt, chairman of the board, the highest elective office of the association.

President John Benson continues in office on a four year contract signed last year. Vice-president is Shelley Tracy, Tracy-Locke-Dawson, Inc., New York; secretary, H. M. Dancer, of Henri, Hurst & McDonald,

Willys-Overland Mutual Show Adding 15 Stations

Willys-Overland account, starting Sunday night 10-10:30 p.m. on Mutual network, has added 15 more stations to the Coast, making a total web of 37 stations.

Outlets added and shifts, since original contract are: KXYZ, Houston; WWSW, Pittsburgh (replacing WCAE); WATL, Atlanta; WXIS, Nashville (instead of WSM); KBIX, Muskogee, Okla.; KCRC, Enid, Okla.; KTBS, Shreveport (joining May 16); KXBY, Kansas City (replacing WHB) and 10 Don Lee Coast stations. Although WHB is the regular Mutual outlet in Kansas City, it being a part time station, arrangements were made by this station for KXBY to handle the program, which will feature Kay Kyser's orchestra.

Inc., Chicago; treasurer (re-elected) E. DeWitt Hill, of McCann-Erickson, Inc., New York. The following were elected to the board: Mark O'Dea, New York; A. W. Hobler, New York; New York Council, B. C. Duffy, New York; New England Council, Ernest V. Alley, Boston; Joseph Katz, Baltimore; Maurice H. Needham, Chicago. Five members of the executive board continue: Gilbert Kinney, New York; Arthur H. Kudner, New York; Raymond Rubicam, New York; Thomas L. L. Ryan, New York; Guy C. Smith, Detroit. Frederic R. Gamble continues as executive secretary.

Stand By for a Radio Flash

You're a Hit!

FULL DANCE ORCHESTRATION—50c
WHITNEY BLAKE MUSIC PUB.
1585 Broadway New York City

FILM MEN SEEK BROADCASTER PARLEY

(Continued from Page 1)

picture exhibitors and of radio broadcasting executives might be fruitful of an understanding and an agreement that would be beneficial to all concerned. Preliminary preparations for sending out invitations to such a meeting are being made forthwith."

P. & G. Bunches Time On Fidler, Vic & Sade

(Continued from Page 1)

every Friday night as well as Tuesdays. Both programs will begin airing on new schedules May 21. Fidler will be heard over approximately 30 stations of the web, while serial will be broadcast over the basic, Mountain and west coast groups of the network. Change will in no way affect 12 Vic and Sade shows. Reason for the change is to get the benefit of special dispensations when time is consecutive.

The 10:30-11 p.m. Friday spot on NBS-Red net is at present sold to Pontiac Motors, but that series fades after May 14 broadcast.

PHILADELPHIA

Horace Feyhl, production chief at WCAU, is celebrating his 15th year in broadcasting this week.

Radio and the movies will be the central theme when Powers Gouraud, drama and movie critic of WCAU, here, addresses the Philadelphia Motion Picture Forum at their annual conclave next week.

Ed Krug, announcer at WCAU, is back on the job after being confined to his home with a cold.

Gene Morgan of the announcing staff at WFIL, has turned aviation enthusiast.

Harry Ehrhart, engineer at WCAU, is now spending his Sundays fishing in upper Pennsylvania streams.

Boake Carter will take a hop to Asheville, N. C., for several days. His broadcasts on May 14 and 17 will originate from that city.

Larry Vincent, former CBS singer who is heard over WCAU, is getting ready to publish two new songs that he has just completed.

"BARON MUNCHAUSEN"

**JACK
PEARL**

RALEIGH and
KOOL CIGARETTES

WJZ-10 P. M. E.S.T.—Friday
NBC Network

Dir.: A. & S. LYONS, Inc.



FIGURING that the gambling idea wasn't doing them any good, Alka Nox, through R. H. Alber Co., is giving up its Radio Race track program, substituting Alka Nox Money Mystery half hour Friday nights on KFI. New program will enact a murder, let listeners in on a flock of clues, and offer \$200 cash prizes, each program, for listener solutions. Don Clark producing.

Walter Biddick Co. radio program division has been appointed American purchasing agents by J. S. Larkin, visiting radio station head from Melbourne, Australia.

Big delegation of Southern California radio people planning trip to NAB convention, according to Union Pacific, which has sold out reservations on the U. P. Streamliner NAB special which leaves for Chicago June 15.

Ken Frogley, former radio ed for Daily News, and editor of a forthcoming weekly picture feature magazine which the News is backing, has come back to the air, pending installation of presses on which the new mag will be printed. Announcing for Ted Fio Rito's band from Palomar, coast to coast over Mutual.

Globe Investment Co. has taken a year's hourly time signals, 24 hours a day, on KFAC. Stodel Advertising agency placed.

Union Oil Co.'s weekly NBC coast net program, "Thrills," just renewed for 13 weeks, shifts from Wednesdays to Tuesdays starting next week.

Hal Bock, NBC publicity chief for coast, out with the flu.

Jack Runyon, radio chief for Lord & Thomas agency in Los Angeles, is passing cigars to celebrate the birth of a son.

Stars from most of the CBS coast shows took part in groundbreaking ceremonies this week when Donald W. Thornburgh, v.p., turned the first spadeful of earth for the new \$2,000,000 western home of Columbia. Hobart Bosworth, now retired from the screen, started the program by recalling the days when he took part in movie making in first Hollywood motion picture studio which occupied the site that CBS is now using. Jack Oakie, Bobby Breen, Jolly Gillette, Al Jolson, Parkyakarkas, and representatives from half a dozen of Columbia's coast shows, paraded before the mike or did specialty stunts for the crowd and the half hour program which was carried on the air. Studios to be completed in November.

FCC Activities

HEARINGS SCHEDULED

June 7: Citizens Broadcasting Corp., Schenectady, N. Y. CP for new station. 1240 kc., 1 Kw., 5 Kw. L.S., unlimited.
Hearst Radio, Inc., Schenectady. CP for new station. 1240 kc., 1 Kw., unlimited.
WRBC, Inc., Cleveland. CP for new station. 880 kc., 1 Kw., unlimited.
June 25: J. Laurance Martin, Amarillo, Tex. CP for new station. 1120 kc., 250 watts, specified.
Metropolitan Radio Service, Inc., Chicago. CP for new station. 1570 kc., 1 Kw., unlimited.



● ● ● Ford's Sunday night concerts fade June 13.... "First Nighter," because they were unable to obtain a big picture name to replace Don Ameche, comes to New York on May 7 with Lester Tremayne as the lead.... Sounds good to write of a show coming EAST for a change.... NBC is offering sponsors a crack at columnist Westbrook Pegler—he won't go on sustaining.... Sports columnist Bill Farnsworth is slated to take to the airwaves May 20 or 21 via NBC with leading sporting figures as guests—sponsored.... John Roy, manager of the Rainbow Room, was operated on the other day.... Bob Hope won't have to commute between N. Y. and Chi for his Woodbury airings—the show closes there tomorrow.... "Wizard of Oz" is being revived at CBS with auditions now in progress.... Answers to the \$200,000 ciggie contest are being sold at Macy's for FORTY-EIGHT CENTS.

● ● ● On Wednesday the boys in the music business threw a farewell party to Jerry Cooper at the Hickory House as a gesture of appreciation for his past kindness toward them.... Besides the publishers and pluggers (who presented Jerry with a lightweight suitcase—he flies to "Hollywood Hotel" tomorrow) there were ork leaders Eddy Duchin, Emery Deutsch, Ray Block and Carl Ravell (to whom the pluggers devoted most of their attention when the party broke).... Singer Buddy Clark, after some rude interruption by a plugger, got up and publicly buried the hatchet of hatred between Jerry and himself by wishing the former luck on the new job—for which they were both being considered.... Jerry responded with a few words to Buddy which had the hard boys drying their eyes.... A plugger called "No-blood" summed up the fracas thusly.... "We threw a farewell party for Frank Parker before he left for the coast—and never got a 'break' afterwards."

● ● ● Here's the definite set-up on the Jack Benny-Jell-O show for the summer series.... It will not have a comedian at the helm—it won't be a comedy show.... The set-up calls for a musical with a band and singers.... Jane Froman and her husband, Don Ross, with an UNKNOWN band audition for the show today.... Decision is expected over the week-end.... Noxema auditioned Del Casino, dramatist Martin Gable, Margaret McCrae and Ray Block's band the other day for a summer show.... Hughie Barrett opens in Central Park's Terrace-on-the-Green tomorrow with three Mutual wires.... Lillian Roth opens for two weeks at the Stevens in Chi.... Horace Heidt returns to the Biltmore June 3.... At a meeting yesterday it was decided that Wheatena wouldn't use radio this year.

● ● ● Harry von Zell knows a guy who is so high-class that he even has the "handwriting on his wall" EMBOSSED.... That break-up during the Bea Lillie 'dress' Wednesday was caused by the terrific "theme song" gag pulled by singer Phil Duey.... Wired music was used by the Rainbow Room and Grill during luncheon and the customers complained, thus causing the lack of melody now during the noon session.... Tom MacKnight, after reading here about his old gags in some of his scripts, waved this week's material before us and said that HERE really was old stuff—but that we wouldn't recall them.... Ozzie Nelson will be heard from Hollywood in September on a sponsored show with Edward Everett Horton, flicker comic, as star.... The Louis Armstrong colored revue will take over Ozzie's program when the latter bows out in June.... Peggy Fears will open her own club in N. Y. Nov. 15.



JUNE BAKER, WGN Home Management director, off to New York for combined business and vacation trip. Her broadcasts will originate from WOR studios each afternoon while in New York. She will present radio and other entertainment notables as guests each day. June Baker is Katherine Roche, sister of John Pierre Roche of Roche, Williams and Cunningham, Chicago agency.

Irene Beasley will make a guest appearance on the Bowman Fireside theater on WGN, May 5. David Dahlberg, blind trumpeter, to be heard on same show.

WEDC launched a one-hour Bohemian Symphonic radio hour Wednesday night. Frank Kubina will direct the symphonic orchestra in selections by Bohemian composers.

Les Tremayne will leave the "Betty and Bob" cast for a three-week vacation in Florida starting May 7. He plans to drive in his new car.

Charles Sears, tenor of Tea Time at Morrell's, will be soloist at the annual choral festival arranged by employes of the John H. Morrell company at Ottumwa, Ia., Monday.

Final Rites for Rev. Goodell

Final rites for Rev. Dr. Charles Le Roy Goodell, noted radio preacher who died last Tuesday, were held yesterday at the Marble Collegiate Church with the Rev. Dr. Ralph Sockman, also a noted radio priest, officiating. Burial will be in Dudley, Mass. at 11 a.m. this morning.

Dr. Goodell was one of the first men of the cloth to hold regular services over a coast-to-coast network, and his sermons, broadcast direct from the studios of NBC on Sunday mornings for many years, made him one of America's most famous crusaders. He was 82 years old.

WDRS Enlarges Quarters

Hartford, Conn.—Due to increased activity at WDRS, additional office space was recently put into use for the executive and commercial departments. While the studios are on the 16th penthouse floor of the Hartford-Connecticut Trust Co. building, the new offices are located on the 12th floor. The space released on the studio floor is being converted into an additional studio, an extra office for the continuity department, and a third office and laboratory combined for the engineering department.

Boswell Pinch-Hits for Stueckgold

Greta Stueckgold, noted opera star, scheduled to appear with Bing Crosby on the Kraft program last night, was forced to cancel her appearance at a late hour yesterday when she was advised of the sudden death, in Berlin, of her husband, Gustav Schuetzen-dorf, German baritone, early yesterday. Connie Boswell substituted on radio show.

WITH THE ★ WOMEN ★

By ADELE ALLERHAND

ALFRED J. McCOSKER, president of Bamberger Broadcasting Service and chairman of the board of Mutual, believes that women in radio, regardless of whether they make pothooks in notebooks, project personality via the microphone or issue executive edicts, require an intensified alertness and a greater familiarity with what's current in the entertainment and political worlds.... Considers them eminently satisfactory as artists and program directors....also surprisingly free from the feminine stigmata of hysteria and pettiness....Cites Martha Deane, Allie Lowe Miles, Nell Vinnick, Greta Palmer and Adelaide Halley as commendable examples....On the score of voice, he admits fewer women than men are adequate from the ether standpoint, because of the inevitable lack of resonance; although he's convinced the chief femme fault is the tendency to talk patronizingly....Adds that the only solution is to select gals who haven't those defects, which he believes his outfit has done....On the subject of femme executives, he allows their undeniable absence from his immediate vicinity to speak for itself.

"We can't re-discover America," says Mr. McCosker....Which he proceeds to interpret by stating that the basic truths governing the other realms of entertainment prevail in radio....The same proportion of women qualify as script writers, actresses and singers....The ratio will undoubtedly be maintained with the advent of television....He does admit the lasses may have a slight advantage in greater visual appeal, in a schooled knowledge of the craft of costuming and in their possession of a more highly developed imaginative faculty....Beyond that he will not go.

Helen King (of the contest and graphology Kings) queens it without partner in her new quarters....She moved yesterday....Bright verbal bouquets are being handed "Jolly" Bill Steinke and his 23-year-old gal-child, Bettina, for the eye-filling manner in which they decorated the NBC Children's Studio, with murals depicting the development of children's programs and a sensitively executed portrait of Walter Damrosch and his musical contribution to the child—world 'n everything.

RADIO PERSONALITIES

No. 33 in the Series of Who's Who in the Industry

ARTHUR B. CHURCH, head man of KMBC, Kansas City, and known in his neighborhood and elsewhere as a lad who sleeps, eats and lives radio. As a youth in Lamoni, Iowa, he began radio experimenting with home-made apparatus. His parents had faith in him—and patience. And they were right. By 1915 Church had become known throughout the country as a radio expert and he used his amateur station to merchandise experimental radio equipment to other operators. He also used direct mail advertising in his enterprise.



Sleeps, eats and lives radio business.....

In 1915 he obtained his first license, to operate 9WU at Lamoni. During the World War he trained radio operators for the government. After the war he was engaged to conduct a radio station for the Reorganized Church of Jesus Christ of Latter Day Saints in Independence, Mo., and in 1921 he started the Kansas City station that was to become the present KMBC.

Active in NAB affairs, also in the advertising association field (he's a governor of the Advertising Club of Kansas City), financially associated with First National Television, and a farsighted student of the industry, Church has been through the growing pains of the radio industry and at his moderate age of 40 is exceptionally equipped with background and energy to help him grapple with what's ahead.

Married and the proud daddy of three children, his hobbies—next to work—are his family and photography.

ORCHESTRAS - MUSIC

"ORCHIDS PREFERRED", the musical comedy which made its Philly debut at the Forrest on Wednesday night boasts several ditties by Dave Stamper and Fred Herendeen sufficiently distinctive to have invited comment. They are "A Million Dollars", "I'm Leaving the Bad Girls for Good", "Boy, Girl, Moon" and "What Are You Going to Do About Love?" all published by E. B. Marks.

Leon Belasco has been held over at the Roosevelt Hotel, New Orleans, indefinitely.

The Willows in Pittsburgh starts the season with a bang and the Art Shaw orchestra on May 21. The spot is booked exclusively through Rockwell-O'Keefe, Inc.

Louis Armstrong goes to town with an original composition dubbed "I've Got a Heart Full of Rhythm" on tonight's Fleischmann's Yeast Program.

Rockwell-O'Keefe, Inc. have booked Woody Herman, Art Shaw, Al Donohue and their respective orchestras to appear at Brighton Beach this summer. Glen Gray and The Casa Loma outfit and Benny Meroff and his lads have also been booked by them for Manhattan Beach.

After following through on the bid to play the St. Joseph's Senior Ball in Philadelphia, a similar bid was extended to Hal Kemp by the senior class at Temple University for their prom on May 5.

The WDAF, Kansas City, sustainer, "Songs of Tomorrow", heard at various times during the past seven years, has featured in that time more than 75 songs written by Al Crocker and Eddie Sharratt, who supply two-piano music for the show, while for the past four months they have written a song a week for the program. The ditties range from the comedy type to high class ballads.

Tip to Coronation song hunters and London fans: "London on a Foggy Afternoon", a new angle on the ever popular love theme, authored by Ina George and released by Whitney Blake, New York music publisher.

Atlantic City has a "Musical Ambassador" in the person of the series of collegiate dance "Proms" played with "Music by Bartha". Wherever the musicians and entertainers perform, the feature is picked up by local stations, and following each engagement, many students come to Atlantic City to hear Bartha and witness his Saturday and Sunday broadcasts over WPG.

Andre Kostalantz, whose Hollywood contract to conduct three numbers before the cameras in Paramount's "Artists and Models" necessitates his absence from his next program, has delegated violinist Harry Hoffman to conduct the Wednesday, May 5 broadcast over the WABC-CBS network.

Tin Pan Alley goes class-conscious with such social preachments as "You're Unfair to Organized Love (And I'm Going to Picket Your Heart)" in musical form. Published by Mills.

NEW PATENTS Radio and Television

Compiled by

John B. Brady, Attorney

Washington, D. C.

Re. 20,345—Thermionic Relay Tube System. George S. Schaberle, Hempstead, N. Y.

2,078,234—Variable Antenna Tuned to an Odd Number of Quarter Waves. Werner Buschbeck, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,078,245—Modulation and Frequency Stabilization. Hans E. Hollman, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,078,246—Short Wave Shield. Hans E. Hollmann, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,078,285—Modulation Measuring System. Harold J. Schrader, Haddon Heights, N. J., assignor to RCA.

2,078,302—Modulating System for Short Waves. Irving Wolff, Merchantville, N. J., assignor to RCA.

2,078,304—Electric Discharge Device. Vladimir K. Zworykin, Philadelphia, Pa. and Ernest A. Massa, Jr., Haddon Heights, N. J., assignors to RCA.

2,078,360—Cathode for Electron Discharge Devices. Wilhelm Ziegenhein, Berlin, Germany, assignor to Allgemeine Elektrizitats Gesellschaft.

2,078,371—Electron Discharge Device. Herbert Daene, Berlin-Wilmersdorf, Germany, assignor to Allgemeine Elektrizitats Gesellschaft.

2,078,412—Tuning Indicator Arrangement. Walter Van B. Roberts, Princeton, N. J., assignor to RCA.

2,078,447—Variable Condenser. Wolfgang Grundler, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,078,449—Braun Cathode-Ray Tube. Max Knoll, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,078,459—Combined Television and Audio Broadcasting. Fritz Schroter, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,078,487—Automatic Selector for Radio Receiving Sets and Like Devices. John V. Fedor, McKee Rocks, Pa., assignor of one-half to Edward R. Walton, Jr.

2,078,522—Radio Condenser. Abraham Agrofonsky, St. Joseph, Mo.

2,078,607—Static Reducing System. Fred B. MacLaren, Hamden, Conn., assignor to Elizabeth Jane MacLaren.

2,078,637—Radio Tuning Device. James H. Naden, Hampstead, London, England, assignor of one-half to Cecil George H. Gallo-way.

2,078,642—Electric Discharge Device Heater. Walter Stockmeyer, Finkenkrug, near Berlin, Germany, assignor to Westinghouse Electric & Mfg. Co.

2,078,645—Electric Discharge Apparatus. Ralph H. Swingle, Pittsburgh, Pa., assignor to Westinghouse Electric & Mfg. Co.

2,078,666—Thermionic Device. Harold W. Ka Dell, Pittsburgh, Pa., assignor to Westinghouse Electric & Mfg. Co.

2,078,765—Direction Finding Receiver Circuit. Walter Kuhlwind, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,078,769—Selective Receiving System. John B. Moore, Riverhead, N. Y., assignor to RCA.

2,078,776—Glass-to-Metal Seal. William A. Ruggles, Schenectady, N. Y., assignor to General Electric Co.

2,078,797—Electron Tube. Friedrich W. Hehlhans, Berlin-Hermesdorf, Germany, assignor to General Electric Co.

2,078,892—Vacuum Tube and Method of Making the Same. Frederick S. McCullough, Ontario, Canada, The Union National Bank of Pittsburgh executor of said Frederick S. McCullough, deceased.

2,078,909—Tuning Apparatus. Clarence A. Gunther, Haddonfield, N. J., assignor to General Electric Co.

STATION-STUDIO
and
TRANSMITTER

EQUIPMENT

NEW DEVICES
and
IMPROVEMENTS

Latest Technical Developments and Activities in Radio and Television

2-WAVE TRANSMITTER AWAITS FCC LICENSE

Philadelphia—Professor McElvaine of the University of Pennsylvania engineering school has applied to the FCC for a permit covering a revolutionary type of transmitter, wafting two distinct waves, emanating from two separate microphone setups. The waves are broadcast simultaneously and received and re-transformed into sound by receivers built to detect both frequencies—in other words, double receivers. The purpose is to provide perfect auditorium fidelity and perspective in sound. Listening to two identical broadcasts over different frequencies has been found to cause the same cerebral reaction that occurs when you listen first-hand to a concert.

An analogy for this new system is the stereoscope. Remember those 1890 gadgets through which you looked at twin pictures and saw them merge into one, but with a third dimension—depth? Well, what happened there to the eyes happens, with the double receiver, to the ears, providing an additional dimension, or perspective in sound.

If licensed, the new transmitter will operate on 1570 kilocycles, and until new double sets are available will borrow its second channel from another Philadelphia station and distribute additional receivers.

Bulletin on 'Ghost' Sounds

Cincinnati — Crosley Radio Corp. has issued a technical bulletin for use experts in locating trouble when music, dialogue and sounds from several different stations are jumbled at one point on the radio dial. Bulletin is being sent without charge to those requesting it.

Finds Poor Installations

Philadelphia—At least a quarter of all new radio installations are being poorly handled by dealers and service men, according to Robert F. Herr, Philco's manager of parts and service, following a nationwide survey. This has resulted in much poor reception, he says, urging that corrective steps be taken immediately.

MOTION PICTURE LIGHTING AND EQUIPMENT CORP.

WE FURNISH
Electrical Lighting Equipment of Any Kind
FOR RADIO STATIONS
244-250 WEST 49th STREET
New York City Tel. CHic. 4-2074

Stradivarius of Radio

Chicago—E. H. Scott, local manufacturer, has just brought out his new 30 tube "Scott Philharmonic—the Stradivarius of radios." The new receiver replaces the 23 tube line. Prices start at \$300. Advertising includes an endorsement by Arturo Toscanini who goes to work come next December for David Sarnoff, who makes RCA receivers. Scott also has a Quaranta, a custom built job of 40 tubes for about \$2,500.

WHK-WJAY Engineers Design Remote Setup

Cleveland—After months of effort on the part of Edward L. Gove, chief technician of the United Broadcasting Co., and his assistants, the remote control and short wave broadcasts of WHK-WJAY will soon go on the air with the efficiency and smoothness of studio-produced programs.

According to Gove, actual construction has been started on one of the most complete short-wave set-ups in the country.

With the purchase of a new automobile and a 100 watt shortwave transmitter, new antenna equipment capable of transmitting both 10 watt and 100 watt will be installed. As an innovation, both a regular broadcast and a short wave receiver are to be installed in the car. This will make possible two-way communication between the mobile unit and the station. Meanwhile at the top of the Terminal Tower another 10 watt transmitter is being installed for communication with the engineer in the mobile unit.

In Studio number 6, a special microphone for the two way communication a mixing panel and selecting instruments are being installed. All short wave broadcasts will thus be under the direction of a production man in studio six. Through two-way communication nearly every emergency can be met. This new equipment will receive a most severe test during the coming Great Lakes Exposition, according to H. K. Carpenter, general manager of WHK-WJAY.

Production Manager John T. Vorpe, is now making extensive plans for broadcasts from the exposition, along with many other public events which are scheduled to be held in Cleveland during the summer months.

Midget Mobile Unit in Seattle

"Wee" the world's smallest radio broadcasting station, sponsored by the Philco organization in Philadelphia, arrived in Seattle a few days ago under demonstration of its inventor John R. Boyle, and is attracting enormous local interest in daily demonstrations, as it is operated on 4/100ths of a watt, or less power than for an auto tail-light.

Visualizes Television As Interstate Utility

(Continued from Page 1)

in cooperation with large manufacturing corporations which must either control or have license rights upon hundreds of principles, circuits, tubes and control gadgets. It probably will be closely associated with long-distance telephony and radio broadcasting.

"The question 'when?' has been partially answered; i.e. (1) when funds are available to build expensive television broadcasting stations every seventy miles over our country, (2) when special high-frequency cables or radio relay links can be installed to provide scene programs simultaneously to such transmitting stations, (3) when hundreds of thousands of families are willing to purchase combined television and radio receiving sets at several hundred dollars per set for their homes and (4) when some corporation or group of corporations can undertake to correlate and finance these many factors necessary for success. One year? Probably not; but possibly before the inaugural of 1941.

"Why so long? Well, the problem is very much more difficult to solve than radio, and radio was not perfected in a decade. The public will expect more of television when it does arrive than it did of radio. It will probably not tolerate gradual improvement with repeated sale and repurchase of new types of receiving sets.

"Furthermore, television is a three-dimensional problem. Radio had only two dimensions. To see we must have length and breadth and light intensity. The ray of light which is reflected from a single point upon your friend's face or from a single square inch of a football field must appear at the same instant and at the same single point on the screen in your living room and it must be of the same relative brightness. It has taken years of development to provide the means of producing the millions of electrical impulses per second which would meet such rigid specifications and to retransform those millions of electrical impulses into light again for your edification. 'Let there be light' has never been equalled by mere man."

WBT AIRS DESCRIPTION OF NEW TRANSMITTER

Charlotte, N. C.—One of the most interesting remote shows ever to originate from WBT was a description of the WBT transmitter, located ten miles from the City. Handled by Lee Kirby, the tour through the intricate maze of instruments was guided by Gilbert "Scotty" Monroe and Howard Moffatt, engineers stationed at the transmitter.

"Scotty"—so called because he was born and reared in Glasgow—was the first interviewed. In his delightful Scotch brogue, he explained the passage of the voice from the microphone, through the control board to the high power audio amplifier, and thence to the modulator and radio circuits and various mechanisms designed to convert sound into radio frequency waves and broadcast them.

Moffatt conducted the tour through the lower floors of the transmitter, where the giant dynamos are placed. There, he explained in general terms the fascinating part each engine plays in broadcasting. With all the expensive equipment and intricate machines, Moffatt pointed out one of the indispensable and all-important pieces is a quartz block about one inch square and a quarter of an inch thick. The quartz crystal oscillates mechanically at a radio frequency to which it is ground, and the thickness, or size, of the crystal determines the frequency at which it vibrates.

The broadcast was the second of a series called "Behind The Scenes At WBT," which Kirby is doing to enlighten the WBT audience as to the operation of a major radio station.

Coaxial Cables

Victor J. Andrew of Chicago puts out two types of coaxial cables, a large size for all broadcast and police transmitter, and a small type for receiving and mobile and amateur transmitting stations. Andrew also supplies an engineering consultant service.

Efficiency

From the shores of Great Salt Lake, KSL transmitter technicians report as nearly a perfect bit of efficiency as has come from radio transmitting in a long time. During the month of March, the 50,000-watt KSL transmitter was off the air for exactly eight seconds, broadcasting on an average of 19¼ hours per day.

Coast-to-Coast

DAVE SIMMONS, for three years chief announcer at KDYL, Salt Lake City, has left that post to become advertising man and promotional director for Morning Milk Co.

Mathilde and Theodore Ferro, authors of "Lorenzo Jones," which made its debut on NBC-Red network Monday as a four times weekly feature, have a new play, "The Ivory Tower," headed for Broadway in the fall.

Ed Lee, who comes to the WVFV mikes as sports commentator, will have the world's featherweight champ as his first guest.

Nancy Martin, singer, is headed for a new daytime commercial on WCAE, Pittsburgh.

John McCormick, who has just been promoted to manager of WKRC, Cincinnati, was at one time program manager of WINS, New York.

Martin Block's "Lend a Hand" hour on WNEW has found jobs for almost a third of the unemployed men and women interviewed on the program. Twenty out of 66 have been placed to date.

Elmo Russ, organist, composer and poet, formerly with WMCA, is now doing a Thursday 11 p.m. stint on WVFV, presenting a guest celeb each week.

Borrah Minnevitich and his Harmonical Rascals, current attraction at the Riverside Theater in Milwaukee, made a guest broadcast over WTMJ.

Ethel Shepard, **Helen Yorke** and **Joe Martin** will appear with **Irving Aaronson's** orchestra on "Broadway Melody Hour," with **Jay C. Flippen** as m.c., when the new series starts over both WHN and WOR on May 12 at 8 p.m.

WELI notes: George Gore, baritone, after several months' absence, returns with a 6:30 p.m. Saturday spot.... Freda Swirski, pianist, signed for an Acme Moving & Storage Co. commercial Friday nights.... Bill Farley has been subbing for Jay Coffey, announcer and continuity writer, who is on the grippe list.... Charlie Armstrong handling Federal Theater program while Homer B. Mason is away.

Mr. and Mrs. Walter Leskiewicz, he's director of the Polish Varieties program heard over WJBK, Detroit, leave on the *Liner Pilsudski* for a European jaunt, winding up in Poland. En route they will stop in London for the coronation ceremonies. Leskiewicz is shipping his car, and will take motion pictures of the entire trip. Couple is expected back some time in August.

WLW last night had to cancel the Bing Crosby program, with permission of the sponsor, in order to carry the address of Postmaster General Farley and others over the WLW

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:
No. 25 of a Series

WQXR—New York

1550 K. C.—1000 Watts

JOHN V. L. HOGAN
President

ELLIOT M. SANGER
Vice-President

WQXR, New York's only high fidelity station, is owned and operated by the Interstate Broadcasting Company, Inc. Its broadcasting day is nine hours long week days, and 13 hours on Sunday.

Established five years ago by John Hogan, consulting radio engineer and inventor of many universally used radio devices, **WQXR** today operates on 1550 kc., with 1000 watts of power. Its transmission technique, high fidelity, enables the broadcasting of every frequency the human ear can record, a range from 20 to 16,000 cycles per second. **WQXR** is one of only four high fidelity stations in the country, and the only one in the New York area.

Demonstrated coverage of station includes New York, Northern New Jersey, Westchester County, Nassau County and parts on Connecticut. **WQXR** receives mail from New England, Canada, the middle west, and portions of the south. The station proves its coverages by dimes, received from listeners who ask for advance printed programs in order to plan their listening time. **WQXR** developed the unique plan of printing its monthly programs in advance in response to listener demand for them. They are sent to a large subscription list for \$1 a year or sold individually for 10 cents per copy.

Eighty per cent of the programs broadcast over **WQXR** are musical, allowing high fidelity to be heard at its best. Some of these are transcribed symphonic and operatic works while others are special concerts from the famed Carnegie Hall, New York Public Library and the Juilliard School of Music. Important non-musical programs include a speaker's forum on current events, a series of dramatic presentations in co-operation with the Radio Division of Federal Theater, commentators and cultural features.

WQXR has been commercial for only one year. The station is a strict censor of all advertising heard on the air. Sponsors who have used the station include an investment banking house, a ballet company, publishing houses, concert managements, department stores, musical instruments, religious organizations, wines, radios and theaters.

Studios and business offices are maintained at 730 Fifth Ave., N. Y. C., and the station's transmitter is located in Long Island City.

Line from the Hotel Netherland Plaza, Cincinnati.

The Weller Service, radio advertising organization, recently discontinued its Portland, Ore. office.

N. W. Davidson is now handling publicity at KLZ, Denver.

WHDL of Olean, N. Y., and **Bradford, Pa.**, claims a distinction in having presented **Pietro Yon's** "High Mass in Requiem" sung by the entire seminary choir of St. Bonaventure College upon the occasion of the death of a lay member of the St. Bonaventure faculty. It is believed this is unique and unduplicated in broadcasting history. Its claim to the unique is enhanced by the fact that the service was conducted from its studios, before studios were established at the college. Further than that... **WHDL** has broadcast such services as the "Tenebrae" from the chapel of St. Bonaventure College.

Grace Moore, while in Chicago on her way west, intimated that she contemplates a \$50,000 suit against the Brunswick record company because they had placed her disks on sale at five and ten cent stores. This, she said, was not in keeping with her contract.

Norman Corwin of 20th Century-Fox's radio bureau will be heard in a half-hour solo broadcast over **WOR** Sunday at 1 p.m., the guest of **A. M. Sullivan**.

GUEST-ING

CHARLIE RUGGLES, on "Your Hit Parade," tomorrow (CBS, 10 p.m.).

RAYMOND SCOTT'S QUINTET, on "Saturday Night Swing Club," tomorrow (CBS, 7 p.m.).

ETHEL SHUTTA, on Ben Bernie program, May 4 (NBC-Blue, 9 p.m.).
ALBERT SPALDING, on Sealtest Saturday Night Party, tomorrow (NBC-Red, 8 p.m.).

MILTON HERTH, organist, on Al Pearce Show, May 4 (CBS, 9 p.m.).

PATSY KELLY, on Fred Astaire show, May 4 (NBC-Red, 9:30 p.m.).

NILS T. GRANLUND (N.T.G.), on Jack Eigen's Broadway Newsreel, May 4 (WMCA, 9:30 p.m.).

DOROTHY THOMPSON, guest columnist of the Heinz Magazine Of the Air, May 10 (CBS, 11 a.m.).

LEE PATTISON, general manager of the Metropolitan Spring series, on Bernard Steinberg's "Music Box", today (WHN, 6:15 p.m.).

KATHLEEN NORRIS, broadcasting from London on Magic Key of RCA, May 9 (NBC-Blue, 2:30 p.m.).

THOMAS L. THOMAS, on Floyd Gibbons "Your True Adventure" program, May 6 (CBS, 10 p.m.).



RADIO DAILY



★ ★ Little Talks on Big Subjects ★ ★

EVERY morning RADIO DAILY goes straight as an arrow to IMPORTANT radio folk everywhere . . . Its NEWS columns are HOT with the previous day's industry activities . . . It is READ because it is RIGHT . . . RESPECTED because it is SINCERE . . . WELCOMED because it is CONSTRUCTIVE and has nobody's AXE to GRIND . . . and . . . Lest we forget, ADVERTISERS tell us they use its columns BECAUSE it brings RESULTS

PROMOTION

Shirley Temple Party Draws

Shirley Temple Birthday Party staged and presented by KCKN in cooperation with Young's Department Store, Kansas City, Kas., drew 1,700 children. The first 30 minutes of the party were broadcast by KCKN and radio receivers hurriedly collected from neighboring music and radio stores permitted those unable to get into the second floor to hear the celebration. Refreshments were served to everyone, including the overflow crowd on the street in front of the store.

E. H. Schwarz, manager of Young's, published a display advertisement in the next day's Kansas City Kansan, local paper, congratulating KCKN on promoting the event.

Entertainment for the party and broadcast featured juveniles of Kansas City Kansas, assisted by the entire staff of KCKN, including Ruth Royal, musical director; Karl Willis, program director; Ralph Nelson, director of special events; and Evan Fry, Randall Jessee and Virginia Wallace. Ellis Atteberry is general manager of the station.

The entire show, written and directed by Ruth Sullivan, of the KCKN staff, also included a style review of Shirley Temple frocks.

Healthiest Child Contest

Alabama-Georgia Syrup Co., sponsors of the "Melody Meetin'," heard weekly over ten stations in Alabama, Florida, Georgia and South Carolina, is launching a contest the first week in May wherein they will pay \$100 cash for a picture of the huskiest, healthiest-looking boy or girl brought up on Alaga Syrup. The radio program each week will carry news of the contest and tell how boys and girls may be eligible to win this big cash prize.

Any child up to twelve years of age can win. All that is required is a photograph or snapshot of the child, together with a statement of the child's age, how long he or she has enjoyed Alaga, and an Alaga label. Contest will close at midnight, May 31.

Merchandising Plan Clicks

Last March, nearly two months after the first draft was reduced to writing, WDRC (Hartford, Conn.) released the first printed booklet of a



MRS. FRANKLIN D. ROOSEVELT

Pond's

WJZ (NBC-Blue), Wednesdays, 7-7:15 p.m.

J. Walter Thompson

FIRST LADY HAS GRACIOUS STYLE AND GOOD VOICE FOR AIRCHATTING.

Mrs. Franklin D. Roosevelt, who made her second appearance on the new Pond's program this week, is an excellent conversationalist, with a fine clear voice, the very best enunciation, and a graciousness of personality that comes over the air most effectively.

In her second talk, "A Typical Day in the White House," the First Lady had as guest her personal secretary, Mrs. Malvina Thompson. Mrs. Thompson was not quite so well at ease or as natural a talker before the mike, but she served the purpose in giving listeners a brief picture of the White House routine.

Program has particular interest for the women, and some for the men,

new merchandising service. At that time a new product made its first appearance over any radio station, to test the soundness of this plan. The product was Shavettes, as having preparation in crystal form packed in a new type transparent tube. At the time of the air contract, Shavettes were being sold in very small quantities in only 15 drug stores in a very limited area.

A letter went to each wholesale distributor in the station's intense Connecticut coverage area, as well as a letter to each retail drug store. This letter told about the product, and announced the Shavettes broadcasting schedule. Within four days after the letters arrived, a representative of the manufacturer called with Shavettes to sell. His display contained 12 tubes of the product retailing at 35 cents each. Druggists usually buy only one or two or possibly six tubes of a new product such as this. However, within three weeks, 67 prominent retail outlets had bought 12 tubes. There were still more druggists who expressed a willingness to buy in lesser quantities.

These druggists were stimulated to display the Shavettes card prominently on their counters.

The next phase of this test was a personal call by the WDRC merchandising representative, this call being made about one week after the stores were stocked. The purpose of this call was to check stocks and the location in the store of the Shavettes display card. Also to report the general effect of the air advertising campaign conducted over the station, and to inquire regarding the reception of letters from the station calling attention to the new product. The report following this call is full of interesting facts.

Among other things it was found

too. Next week, Mrs. Roosevelt will have her daughter, Mrs. John Boettiger, as guest.

WALTER B. PITKIN IN "AFTER FORTY"

Sustaining

WINS, Thursdays, 4-4:15 p.m.

HELPFUL VOCATIONAL GUIDANCE SERIES FOR THE NOT SO YOUNG.

Walter B. Pitkin, author of "Life Begins at Forty" and other popular works, bases this radio series on his latest book, "Careers After Forty". To that end, he discusses and points out how persons around middle age can begin new careers, presenting actual examples to prove his points.

Pitkin is a forthright, persuasive talker, with a good psychological insight and a way of disseminating guidance, inspiration and hope that should appeal strongly to the class of people coming within the scope of his subject. The related instances of persons who made good after 40 also have general appeal.

that the letter paved the way for the salesman in many stores, a great help for a man selling a product entirely new to the druggist, and asking him to buy a full dozen tubes at that. It was found that many druggists wished additional information regarding the product. Some wanted samples to hand to prospective buyers. Others were selling Shavettes rapidly. Still others had "tried them—they're all right!" Many suggested the addition of a bit more perfume to the product. And many wished to buy in smaller quantities than 12.

While this is a test campaign for WDRC's new merchandising service, it has already proved its ability to check the effectiveness of any radio advertising campaign conducted over WDRC. It has also shown how manufacturers and distributors can be definitely helped in marketing their product. A brochure outlining the plan has been prepared by the WDRC merchandising department.

Naming the Biscuit Boy

Victor Moore and Helen Broderick on Sunday will inaugurate a contest to choose a name for the National Biscuit Boy who has been without a "moniker" to date in their "Twin Stars" broadcast with Buddy Rogers over the CBS network 8-8:30 p.m. The little lad has long needed a name and Helen and Victor have volunteered to find one from the radio audience.

Int'l Radio Seeks Listing

Washington Bureau, RADIO DAILY

Washington—International Radio Corp. yesterday filed application with Securities & Exchange Commission for registration of its securities on the New York Curb Exchange and the Detroit Stock Exchange.

NEW BUSINESS

Signed by Stations

WPG, Atlantic City

Outstanding new local commercials include Fralinger's Interviews, Farmer in the Dell, Bond Bread Transradio News, Frigid-Airs, Mid-day Melody Parade, Vacation Time, Ship Ahoy, Fishermen's Forum, Maytag Memory Tunes, Atlantic City World's Story Behind the News, Algar's Sports Reporter, DuPont Paint Parade, and the Pep Boys Sports Program. Of special interest to local feminine listeners are Margaret Keever's Home Hour and Ethel Rat-tay's Steel Pier Tea Time Topics.

WQXR, New York

Max Schling, Fifth Avenue florists, using a daily spot announcement advertising a special seed offer, on "Just Music" hour; Lexol, a leather conditioner for boots, gloves, books and all leather goods, three spot announcements weekly, placed through Luckey-Bowman agency. Marks first time on air for both firms.

Dickering with Astaire

Reports from the coast stating that Fred Astaire will not renew his Packard radio contract after the end of the present series are premature, according to Young & Rubicam, Packard's advertising agents. Agency says they are now negotiating with Astaire for a renewal but have not reached any decision. Another topic being discussed by the agency and the sponsor is whether the show will remain on the air for the summer months. Last show in present series will be heard June 1, unless time contract is extended in the meantime. Understood that another NBC sponsor is interested in taking over the Packard spot if it becomes available.

Roving Reporter With Mike

Denver—T. A. McClelland, chief engineer at KLZ, has built a sort of breastplate with microphone attached for roving announcers, so the announcer doesn't have to worry about the mike. It's on the order of a switchboard operator's set, and an "8 ball" mike is used on it. The equipment has proved very handy for KLZ's zoo broadcasts.

ONE MINUTE INTERVIEW

SEDLEY BROWN

"Despite the fact that New York has always been the goal of ambitious people in the entertainment field, those born in other communities, especially small towns, have a three to one better chance of success in radio than those who first opened their eyes in the Metropolis. Why this is so, I don't know. But statistics prove it."

1	9	3	7
SUN	MON	TUE	WED
4	5	6	7
10	11	12	13
16	17	18	19
20	21	22	23
24	25	26	27
28	29	30	

April 30
Jules Nassberg
Frank Abbott

May 1
Kate Smith
Jackie Heller
Howard Barlow

May 2
Bing Crosby



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 59

NEW YORK, N. Y., MONDAY, MAY 3, 1937

FIVE CENTS

Ad Men See More Boom

AFM DELEGATES TO ASK ANTI-DISK LEGISLATION

New Orleans—Three delegates instructed to fight for a law which would prevent members of the American Federation of Musicians from making sound films, phonograph records or electrical transcriptions, will be sent to the convention of that organization at Louisville in June by the musicians' union here, it is reliably learned.

One resolution adopted by the lo—
(Continued on Page 3)

Petrillo Will Oppose CIO Move in Chicago

Chicago—James Petrillo, local musicians' union head, has issued warning that there will be trouble if the John L. Lewis CIO tries to enter the local field. Though out to increase radio membership, Petrillo recently turned down a group of local announcers who asked him to organize them. Said his is a craft, not vertical, union. He feels there is CIO backing in the American Guild of Radio Announcers & Producers.

2½-Hour Mixed Program 5 Times Weekly on WCKY

Cincinnati — "The All Sports Review" is a new program which started Saturday on WCKY, and which will be heard between 3 and 5:30 p.m. Mondays through Fridays during the summer. Broadcast will feature frequent flashes on baseball scores, race results and other sports news supplied by INS and special sports wires. Popular dance music also will be heard.

Sports news will be handled by Frank Zwygart, who has just joined the staff of WCKY.

Sustaining

WOR is beginning to think that it has the stork on a sustaining basis.

Recently Nat Brusiloff became the father of a girl. A girl was delivered to Mark Hawley, commentator, whose wife Adelaide is the WOR "Woman Reporter."

Now comes Frank Singiser, newscaster, with news of the arrival of a boy.

Rolfe with Ripley

The new Robert Ripley series, starting in July, will be aired over an NBC network, with station line-up, time and starting date still remaining indefinite. B. A. Rolfe and his orchestra were signed for the series last Friday. Show will be sponsored by General Foods Corp. for one of their cereals. Benton & Bowles is the agency handling the new program.

AIR LINES OFFERED ETHER TIME TIEUPS

Transport air lines are being offered a proposition by Bulova Watch Co. which will plug the respective lines in the Bulova time signals and other spot announcements, in return for privileges of saying that the air pilots depend upon Bulova watches for precision in time, etc.

Bulova is extending its recorded and dramatized spot announcements of 45 seconds for additional coverage, supplementing its network announcements. In connection with the air
(Continued on Page 2)

Pillsbury Flour Renews On 34 NBC Red Stations

Pillsbury Flour Mills Co., through Hutchinson Advertising Co., Minneapolis, has signed a 51-week renewal for "Today's Children" on 34 NBC-Red network stations, Mondays through Fridays, 10:45-11 a.m.

☆ THE WEEK IN RADIO ☆ ... The 40-Hour Week Trend

By M. H. SHAPIRO

IN New York, the five-day week and 40-hour trend proved more or less of a bandwagon proposition, although Saturday has never been a tough one for the average official or employee....quite often a skeleton staff was in evidence during the forenoon and in summer both NBC and CBS were practically on a five-day week....but not all of the technicians and those actually needed for broadcast operations shared in the various holidays....possibly with the ARTA looming, it was deemed wise to steal that organization's fire, and grant concessions, in so far as the

Advertising Activity is Continuing Its Increase, Eckhardt Tells AAAA— Agencies Boosting Staffs

MAJORITY OF AGENCIES LAYING OFF SATURDAYS

A telephone survey conducted by RADIO DAILY among the leading radio advertising agencies in New York on Saturday revealed that nine were closed completely, seven operating with a skeleton staff and seven had the full staff on duty. Those closed were Lennen & Mitchell, J. Walter Thompson (until October 1), Batten, Barton, Durstine & Osborn; Compton; Erwin, Wasey & Co. Marchalk & Pratt; William Esty; Benton & Bowles; N. W. Ayer.

The Biow Co.; Lord & Thomas; Newell-Emmett; Kenyon & Eckhardt; Campbell-Ewald Co. of N. Y.; Fletcher & Ellis were operating with skeleton staffs. Latter agency said
(Continued on Page 2)

Don Lee to Feed Mutual 90 Mins. on Saturdays

Mutual network hereafter will have a continuous hour and one half of sustaining entertainment every Saturday from the Coast, fed by Don Lee web. Five programs will be embraced in the 90 minutes, heard from 9 to 10:30 p.m. EDST.

White Sulphur Springs, W. Va.—This year's increased advertising activity is showing no signs of slackening, but on the contrary it seems to be increasing at an accelerating rate, Henry Eckhardt, newly-elected chairman of the board of the American Association of Advertising Agencies, stated at the closing session of the AAAA annual convention here. The increased volume of business is bringing big increases in agency personnel and general expansion of agency facilities, he said.

Eckhardt declared that not in the last decade had there been anything like the current rush to add personnel. While no shortage of manpower had developed, he said that the demand for competent workers was

(Continued on Page 3)

NBC SHOWS FROM COAST INCREASE 121 PER CENT

NBC programs, both commercial and sustaining, emanating from Hollywood during the month of March increased 121 per cent over the same month last year, according to NBC statistical department figures. Total was 104 hours, compared with 47 hours in March a year ago. All of which verifies the recent announcement by NBC that they have outgrown their Hollywood facilities. During the same month it was reported that sponsored dramatic programs increased 76 per cent over March, 1936.

Good Tutor

East St. Louis, Mo.—Woody Klose, program director of WTMV, is practically running a school for announcers. KMOX, St. Louis, has grabbed five of his men in two years. They included Frank Cooley, Willard Hemsworth, Jim Alt, Sid Saunders and Spencer Allen. As a result, Klose is trying to dope out an iron-bound contract for announcers.

(Continued on Page 2)



Vol. 1, No. 59 Mon., May 3, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersebau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate Secretary; M. H. Shapiro, Associate Editor Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk and Verne Bailey, 6425 Hollywood Blvd. Phone Granite 6607.

Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

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FINANCIAL

(Saturday, May 1)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	164 1/4	162 3/4	164 1/4	+ 1 3/4
Crosley Radio	19 1/2	19 1/4	19 1/2	+ 1/4
Gen. Electric	54	53 3/8	53 3/8	- 1/8
North American	25	24 3/4	24 7/8	- 1/8
RCA Common	9 1/2	9 1/4	9 1/4
RCA First Pfd.
RCA \$5 Pfd. B
Stewart Warner	18 7/8	18 5/8	18 5/8	- 1/8
Zenith Radio

NEW YORK CURB EXCHANGE

Hazeltine Corp.
Majestic
Nat. Union Radio	2 1/2 2 1/4 2 1/2 + 1/8

KDAL Appointments

Duluth — Gilbert Fawcett, with KDAL since it started last November, has been appointed program director.

Commercial Manager A. H. Flaten also announces that Sam L. Levitan, who has a newspaper and publicity background, has been made director of publicity and special events, while June Lang, who has been singing on a commercial spot, will handle the Woman's Hour in addition to some singing on commercial programs.

E. N. Doernbecher Dead

Tacoma — E. N. Doernbecher, 55, president of Puget Sound Broadcasting Co., operating KVI here, died Friday in the Maynard Hospital. He was formerly interested in KOL, Seattle.

LOUIS ARMSTRONG

AND HIS ORCHESTRA

Fleischmann's Yeast, Fridays, NBC Blue, 9 P. M.

1st week at Paramount, New York
JOE GLASER, PERSONAL MANAGER
ROCKWELL-O'KEEFE, INC.

★ THE WEEK IN RADIO ★

... The 40-Hour Week Trend

(Continued from Page 1)

committee... John Van Cronkhite, president of ARNEW, also tendered his resignation, but the committee refused to act on it... press association reps, however, will serve on an advisory committee... Penn. Supreme Court reserved decision on the appeal of WDAS from the ruling of the lower court which allowed Fred Waring and the National Association of Recording Artists to restrain the outlet from using the Waring phonograph disks... Shell Oil seemed fully satisfied with the WNRC poll on its program questionnaire... the J. Walter Thompson Co. account now being said to want another spot to take advantage of the findings... Wadsworth & Wood, research organization now has more customers for the WNRC surveys... Transradio suing United Press for slander, in action for \$50,000 damages.

The "WLW Line" brought East some excellent sustaining programs,

while some commercials are being signed for near future and Fall commitments... NBC and WOR both announced plans for entering the custom electrical transcription biz in competition to the existing concerns now having a strangle hold on the situation... Baseball sponsors are sponsors who mean business... as indicated by these advertisers committing themselves to spend a possible \$500,000 in Chicago alone... 20th Century-Fox studios will now okay all radio deals by its talent... while the film exhibitors are about ready to seek a conference with the broadcasters through their MPTOA committee.

Opening session of the AAAA annual convention elected Henry Eckhardt (Kenyon & Eckhardt) as chairman of the board, while radio generally was seen in a better light by Arthur Pryor Jr., v.-p. and radio director of BBD&O.

Majority of Agencies Laying Off Saturdays

(Continued from Page 1)

they would close for the summer months beginning the first of June.

Operating with full staffs were McCann-Erickson; Cecil, Warwick & Legler; Paris & Peart; J. M. Mathes (closes starting in June); J. Stirling Getchell; Arthur Kudner; Ruthrauff & Ryan.

A canvass of radio representatives found them all open and using the full staff. E. Katz reported that they would use a skeleton force during the summer months, June through September.

2 New Series Starting

David Lowe, writer, begins a new thrice weekly series titled "New York Reporter," on WINS, at 3:45 p.m. today.

"Let's Visit," WOR program handled by Dave Driscoll and Jerry Danzig, with Jerry Lawrence as location scout, resumes on WOR May 17 after a brief layoff.

Seattle Engineers to Meet

Seattle—The Seattle Section of the Institute of Radio Engineers will hold its next meeting May 28 at KVI's new 5,000-watt W. E. transmitting plant on Vashon Island. James Wallace, KVI chief engineer and chairman of the Section, will be in charge.

Sign Anti-Dental Ad Bill

Boston — Governor Hurley has signed the bill restricting advertising by dentists. It virtually eliminates radio advertising by dental concerns.

Dorothy Gray Joins Biow

Dorothy Gray, formerly of KGO, San Francisco, has joined the radio department of The Biow Co. She succeeded Peggy Roose.

Air Lines Offered Ether Time Tieups

(Continued from Page 1)

line tieups, Bulova will give time signals by courtesy of such-an-such a line whose pilots use Bulova watches. The general use of Bulova time for plane schedules, etc., also will be worked in. Account is handled by The Biow Co.

Set Details on Griffen Show

Complete talent and station line-up for the new Griffen All-White Shoe Cleaner, which begins May 17 over the NBC-Blue network, have been set. Program, to be heard from 7-7:30 p.m. over 41 stations, will feature Barry McKinley, baritone, Jean O'Neill, vocalist, the Tune Twisters and Hughie Barrett's orchestra. Show will be aired as far west as Denver, Birmingham, Castleman & Pierce, Inc. have the account.

Signs Cuban Artist

B. Charles Dean, president of British American Productions, announces that he has signed Graziella Parraga, society leader, best dressed woman and song stylist of Havana, and will handle her for radio. Graziella arrived here Sunday on the Yucatan.

Changes in NBC Bureau

NBC Artists Service, George Engles, has transferred John J. Collins, formerly assigned to Dan S. Tuthill's office, to the audition division, assisting Ernest Cutting. New additions to the staff are Fred Niblo and William Hillpot.

LEO SAYS:

JOE BOLTON'S DAILY TALK ON SPORTS IS THE TALK OF THE TOWN!

WWJN DIAL 1010
AFFILIATED WITH M. G. M. LOEW'S

COMING and GOING

WILLIAM B. GELLATLY, WOR sales manager, returned this week from a two week vacation in Bermuda.

KIRSTEN FLAGSTAD, famous Wagnerian soprano of the Metropolitan Opera Company, sails May 12 for London to appear at the Covent Gardens during the Coronation season there.

KERSTIN THORBORG, GERTRUDE WETTERGREN, GINA CIGNA and LAURITZ MELCHOIR, Metropolitan singers, will also journey to England shortly to appear there.

EZIO PINZA and ELISABETH RETHBERG sail to appear at the Salzburg Opera Festival in August.

MARIAN ANDERSON leaves May 15 for South America for an eight-week stay. She has a series of 25 concerts scheduled.

H. S. TAYLOR, district sales manager of broadcasting equipment for the Graybar Electric Co., left Friday for Chicago to handle the branch office there.

RUTH ETTING returns from Washington today after spending the week-end there viewing the cherry blossoms with friends.

G. W. JOHNSTONE, WOR public relations counsel, is in Washington attending the WOL opening. Will return tomorrow.

FRANK RAND, CBS Chicago publicity director, went to Boston over the week-end.

JOHN VAN CRONKHITE was in New York from Chicago over the week-end and left yesterday for Washington.

LANNY ROSS, signed to appear for two weeks at the Dallas Exposition, will leave for that city the middle of July. He opens at the Pan-American Casino July 24.

KATHRYN CRAVENS flew to Chicago Sunday from New York.

MARY PICKFORD returns today from Europe on the Queen Mary.

H. H. BOYCE, CBS vice president in charge of sales, in Chicago conferring with Blackett, Sample and Hummert.

MME. MARY PONS, mother of Lily Pons, arrived from France Saturday aboard the Paris.

JUNE BAKER, home management director of WGN, Chicago, is in New York, and will do her broadcasts for the next two weeks from here.

PAUL K. TRAUTWEIN, president of Mirror Record Corp., has returned from a four day trip through Connecticut and central Massachusetts.

A. H. SAXTON of San Francisco, R. H. CWEN of Denver, H. C. LUTTGENS of Chicago, S. E. LEONARD of Cleveland, W. J. PURCELL of Schenectady and A. E. JOHNSON of Washington, all NBC division engineers, are in town for week's confab, with G. J. Milne of New York also taking part.

Chipso Program Shifted

Procter & Gamble Co. (Chipso) today shifts its "Personal Column of the Air" program to the 4:15-4:30 p.m. spot on the NBC-Red network, Mondays through Thursdays. Blue network period remains unchanged.

"BARON MUNCHAUSEN"

JACK PEARL

RALEIGH and
KOOL CIGARETTES

WJZ-10 P. M. E.S.T.—Friday
NBC Network

Dir.: A. & S. LYONS, Inc.

AD BOOM CONTINUING; AGENCIES ADDING MEN

(Continued from Page 1)

especially heavy in radio departments of agencies.

Eckhardt is noted in agency circles for having taken the agency of Kenyon & Eckhardt, formed in October, 1929, through the depression with constant growth in size. Only once, in the summer of 1932, did his agency cut salaries. Five months later the pay cuts were cancelled, and staff members received all their deductions in a lump sum.

He said that projects of the agency association included:

1—Making effective the copy code agreed upon by leading advertising interests, several years ago, but disregarded by many advertisers.

2—Scientific studies of the economics of advertising.

3—Study of the effect of advertising on popular thinking.

4—More accurate measurement of the effectiveness of advertising and advertising media.

The convention ended Saturday with completion of a golf tournament. NBC was host to the advertising agents at a cocktail party Friday, preceding the convention's annual banquet. Both NBC and CBS were among the sponsors of the banquet entertainment, joining forces with newspaper, magazine and outdoor interests to offer a sound film in which the advertising agents were razed unmercifully. Authors of the skits in the movie were anonymous, Clair Maxwell of Life Magazine taking the rap as chairman of the committee of sponsors.

While the convention this year had fewer speeches on radio than any other recent convention, radio men said this was no indication of lagging interest in radio. On the contrary, they said, it showed that agencies had pretty well solidified their radio organizations and methods, so that discussion of technique was no longer demanded.

Del Casino at Paramount

Del Casino will appear at the Paramount Theater on Broadway the week of May 5. Paul Ross of the Columbia Artists Inc handled the booking.

1	9	3	7
SUN	MON	TUE	WED
4	5	6	7
10	11	12	13
17	18	19	20
24	25	26	27
31	28	29	30

May 3
Greetings from Radio Daily
to
Mary Small
Dott Curtis Massey

WHN Adds Half-Hour

WHN, beginning today, will sign off at 1:30 a.m., instead of 1 a.m.

AFM DELEGATES TO ASK ANTI-DISK LEGISLATION

(Continued from Page 1)

cal union instructs its delegates to seek legislation which would prohibit the making of sound films by AFM members; the other orders the trio to work for a regulation which would prohibit the making of phonograph records and electrical transcriptions.

The action against records and transcriptions is thought to arise here from the fact that musicians feel these two elements are doing more than anything to destroy their employment opportunities in radio stations. For some time the complaint has been heard in musical circles that though the city has five radio stations, only one employs a staff orchestra. Two, one of which hires the local unit, are fed by chain wires. The third is chain and transcription fed, while the other two run almost entirely on phonograph records and transcriptions.

However, well-informed sources believe the action is directed against coin music machines as well as radio.

Radio Education Report Distributed by WBIG

Greensboro, N. C.—A Report on Radio Education by Eunice Kneee, instructor in history in the senior high school here, recently delivered to the faculty, has been reprinted by Major Edney Ridge, director of WBIG, for distribution to all schools and colleges in this area.

Facts about the radio's educational sphere, suggestions for teaching appreciation of the better class programs, and other matters are discussed in the report. Miss Kneee points out that 139 out of 140 students in her classes have radios at home, and number of listeners to educational and higher type entertainment programs showed an increase.

The Greensboro City School System has a regular educational series on the air, broadcast over WBIG every Wednesday at 8:45 p.m. The station's cooperation is reflected in a total of more than 50 weekly broadcasts that fall in the educational category. This is exclusive of news periods.

Dot and Jack Reid Sign Off

Dot and Jack Reid, WMCA harmony team, leave the airwaves for the summer months to operate a hotel in Quogue, L. I. They will return to the station again in the Fall.

FOR SALE

12 daily five minute news broadcasts — one every hour — over Detroit's most popular local independent station, WJBK.

• • •

WJBK dominates the radio news field in the Detroit market of over 2,000,000 people.

• • •

These twelve daily news broadcasts will be sold as a complete package to one sponsor.

• • •

The sources of WJBK's news is Transradio Press Service.

• • •

The programming of WJBK's news is under the direction of VanCronkhite Associates Inc., —radio's foremost news experts.

• • •

The price for these twelve daily news broadcasts are startlingly low.

• • •

It is—undeniably—Detroit's best radio bargain.

WRITE OR WIRE

JAMES F. HOPKINS, *President and General Manager*

RADIO STATION

WJBK

6559 HAMILTON AVE.
DETROIT

RADIO

IN 1937

COLUMBIA BROADCASTING SYSTEM

This is one spread from the 56-page "RADIO IN 1937" just issued by the COLUMBIA BROADCASTING SYSTEM. The book gives detailed information on U.S. radio ownership and listening habits. A limited edition is available for executives. CBS 485 Madison Ave., N. Y.

AGE AND SEX

	MORNING		AFTERNOON		EVENING	
	WINTER	SUMMER	WINTER	SUMMER	WINTER	SUMMER
MALE	37.5 %	34.7 %	36.0 %	40.8 %	46.9 %	48.2 %
OVER 18 YRS.	25.0 %	21.7 %	24.0 %	27.2 %	34.4 %	37.9 %
UNDER 18 YRS.	12.5 %	13.0 %	12.0 %	13.6 %	12.5 %	10.3 %
	MORNING		AFTERNOON		EVENING	
	WINTER	SUMMER	WINTER	SUMMER	WINTER	SUMMER
FEMALE	62.5 %	65.3 %	64.0 %	59.2 %	53.1 %	51.8 %
OVER 18 YRS.	50.0 %	47.9 %	48.0 %	45.6 %	43.7 %	41.5 %
UNDER 18 YRS.	12.5 %	17.4 %	16.0 %	13.6 %	9.4 %	10.3 %
TOTAL	100 %	100 %	100 %	100 %	100 %	100 %

OF THE RADIO AUDIENCE

These figures give *over-all* dimensions of the radio audience in terms of the men and women, the adults and children who listen regularly winter and summer. It is interesting to note the large percentage of men who listen morning and afternoon (as well as evening). In millions of homes, radio continues as a *family* medium throughout the day. Advertisers know the power of this *family* influence in daytime campaigns for the acceptance of any product is helped enormously when radio gets for it the support of *both* the purchasing-agents of the home! The correlation of this year's figures with those first published in RADIO IN 1936 is extremely close. The *Winter* figures show virtually no variation; the *Summer* figures show a slight increase in the percentage of women listening in the morning.

NEW BUSINESS

Signed by Stations

WHOM, Jersey City

Foot Health Institute, New York, daily except Sun., 5-min. period, in German, 52 weeks; Lettier Bros., New York, daily except Sun., announcement, in Italian, 13 weeks; Kent Remedies, Brooklyn, 15-min. Sunday program, in Polish; Rhineland Gardens, West Caldwell, N. J., daily except Sun., announcement, in German, 13 weeks; Bloom & Krup, New York, 3 announcements weekly, in Jewish; Roosevelt Theater, New York, daily except Sun., announcement, in Jewish, 13 weeks.

WGH, Newport News

Liggett & Myers, Sport Resume, six days weekly; Gardner Nursery, The Old Gardener, 5-min. daily except Sunday; Goodrich Silvertown Stores, 15-min. weekly program, 13 weeks; Hogshire Tent & Awning Mfg. Co. Inc., 15-min. program weekly, 13 weeks; Polar Distilled Water Co., spots; William B. Sanders Inc., spots.

WOOD-WASH, Grand Rapids

Beaumont Laboratories, 100 one-min. disks, through H. W. Kastor; Swift & Co., 36 spots, through Stack-Goble; Hekman Biscuit Co., 300 spots, through Stevens Inc.; Wolverine Empire Refining Co., 30 spots, through Luckey Bowman Inc. Silver Foam Brewing, 624 spots.

WBT, Charlotte

Gulfspray, Question Box, with Lee Kirby, 15-min., thrice weekly; Chadbourn Marketing Co., Chadbourn, N. C., seven station breaks on Chadbourn Strawberry Festival.

WMAZ, Macon

Dr. Pepper, 5:35 p.m., daily station breaks; First National Bank & Trust Co., 11:30 a.m., five times weekly station breaks; A. B. Lee Plumbing & Heating Co., 8:45 a.m., four times weekly station breaks.

Philco Raises Prices

Philadelphia—Philco on Saturday raised the price on five of its auto radio models, the figures now running from \$42.95 to \$64.95.

WTMV to Celebrate

East St. Louis—WTMV celebrates its second anniversary May 19 with a special show aired from the stage of the Majestic Theater.

WBRY, Waterbury

American Tobacco (Lucky Strikes), Yale News, presented by Yale News staff, five times weekly.

KHJ, Los Angeles

Ward Refrigerator Co., "Icities and Oddities," 5-min. disk, thrice weekly, through Logan & Stebbins.

WICC, Bridgeport

Bond Stores Inc., 5-min. five-a-week sportcast, with Bob Wilson.

WNEW, New York

American Airlines Inc., a series of spot announcements.



PETTY CASH VOUCHER—Week ending April 30

● ● ● Friday...Attend "Wake Up and Live" that night and howl when the scene is flashed on the screen showing Grace Bradley and Jack Haley arriving at Grand Central and are mobbed by agents...When Walter Catlett is seen walking toward them, five people in the Roxy (apparently in show business) shouted simultaneously "Ohmighad, Lou Irwin!"

● ● ● Saturday...On the way up to the Lester Lee mansion in Conn. stop off to visit the John Mayos and have a cocktail... Wind up in New Haven by mistake and decide to retrace our way via the waterfront of the Sound...The moon (to us) was never brighter and relaxation is easily afforded...Recommended to nerve-racked execs for complete relaxation...Sunday...Clean and fix the car under the sweltering sun causing the motor to drop to the ground.

● ● ● Monday...Lunch at Lindy's and see Joe Pincus of 20th Century-Fox and Joe Moskowitz, v.p., of the flicker firm...Have been seeing them there daily...Looking for pix talent from radio?...Alan Courtney stops by to chat with Jack Pearl who takes us to Fifth Ave., where he's to get a scalp treatment...We watch the proceedings with Mrs. Pearl and learn that Gary Cooper, George Kaufman, Eddie Duchin and Cliff Hall are customers...Also the Duke of Windsor in their London branch...So we decide to take a course.

● ● ● Tuesday...Jerry Cooper phones to ascertain our presence at his farewell party...Jack Bregman of Robbins and Tess (Aunt Jemina) Gardell wave to us...That night we view the French Casino show, which we felt was the most breath-taking spectacle ever displayed on Main Street...Vincent Travers plays a great show while Rudolph Friml, Jr. does all right with dance music...Later to the Commodore to hear Tommy Dorsey swing out on "Marie" to the delight of society's younger set...A lump of sugar hits us on the back of our neck. We turn to see the pitcher and it's Ralph Wonders talking with Edythe Wright...He suddenly departs. Later, at Lindy's we pass Ralph again, talking with Russ Morgan and Dave Franklin...To the Hickory House for more swing.

● ● ● Wednesday...Attend Jerry Cooper's party and Harry Link relates a story which we'll use soon...Jolly Bill Steinke asks us to hear one of his morning shows...At NBC, Alan Kent relates a rather risqué tale for Harry von Zell and Phil Duey...Later Bea Lillie wonders what caused the riot at her rehearsal...Teddy Bergman looks innocent enough...Scrappy Lambert talking to two girls with ROLLER SKATES in the studio.

● ● ● Thursday...Take the first scalp treatment and place our hand to the dome wondering if it's sprouting yet...At the Kate Smith rehearsal, Edward G. Robinson conducts the band and adds his voice to the chorus of Kate's song...This prompted one of the sponsors to remark: "He's acting as though he were the SPONSOR!"...Ted Collins refuses to talk to us...Sam Weisboard relates a tip...Later we confront Shaw Newton, vice p. of Brooks, Smith, French & Dorrance, and a swell fellow to know. He tells us of the chap who tried to sell him a morning program to REVOLUTIONIZE morning programs...To which Shaw replied: "Don't tell me—I know. Put them on in the AFTERNOON"...Kelvin Keech, the word slinger, remarks about our hair.

Total expenses.....Ten bucks for hair treatment.
Auditor's remarks: Request denied...Since when are we financing YOUR picture career!

GUEST-ING

MARY GARDEN, BASIL RATHBONE, CONNIE BOSWELL and JANICE PORTER, on Bing Crosby Kraft Music Hall, May 6 (NBC-Red, 10 p.m.)

MILTON HERTH, swing organist, on Al Pearce Ford program, May 4 (CBS, 9 p.m.)

NADINE CONNER, MARGARET McCRAE and ELIZABETH WILSON, on Lanny Ross' "Show Boat," May 6 (NBC-Red, 9 p.m.)

EDDIE LEONARD, VIVIENNE SEGAL, MAYBEL WAYNE, JOHN HALLIDAY and HARRY MARSHALL, on Chamberlain Brown program, today (WMCA, 1:30 p.m.)

WHITFORD KANE of "Excursion," on Charlotte Buchwald program, tomorrow (WMCA, 1:45 p.m.)

JASCHA HEIFITZ, on Ford Sunday Evening Hour, May 9 (CBS, 9 p.m.)

Composers' Group Wins Hotel Radio Test Case

In a test case revolving around the rights of a hotel to rebroadcast copyright music picked up from a radio station over its master control system without payment to the owners of the copyright, Judge John M. Woolsey of the Federal Court last week handed down a decision against the defendant, Statler Hotels Inc., and awarded the plaintiff, European Stage Authors & Composers Inc., \$250 damages plus court costs. The judge held that radio broadcast reproductions of sound without permission constituted an infringement of copyrights.

According to the decision, all hotels now employing a master control board, with receiving sets placed in every room, are liable to damages if they carry a copyrighted musical number picked up from any broadcasting chain or station in the country.

The case was a test to see if it would be possible for the SESAC and ASCAP to license all master receiving sets now in operation.

Patricia Norman for Short

Patricia Norman, young singer who replaced Edith Dick on the American Tobacco "Hit Parade" broadcasts last week, has been signed to make a short for Vitaphone. Screening will be made this week with Carl Hoff and his orchestra. Miss Norman was set on Lucky Strike shows when Miss Dick was called to the coast for movie commitments.

AAAA Officers to be Guests

Newly elected officers of the American Association of Advertising Agencies will be honored at the Advertising Club luncheon Thursday. Talks will be aired over WMCA, 1:15 to 2:00 p.m.

WITH THE ★ WOMEN ★

By ADELE ALLERHAND

GERTRUDE LAWRENCE refuses to go ether-nautical with "Showboat" because it would mean giving up "Susan and God"....Her Young & Rubicam tie-up may presage air-show a deux, with Lanny Ross, for Sanka....Evelyn Chandler makes her bow on skates at the New Yorker tomorrow with the Ice Carnival....Greta Stueckgold, now airplaning to N. Y., will fly to Berlin to take care of funeral arrangements....Connie Boswell's stepping in on the Bing Crosby Show, when she had her own engagement at the L.A. Paramount to worry about, was in the grand old trouping tradition....Shirley Howard to deliver six more disks for Rubinoff next week....The cocktail birthday party for Frank Parker on Thursday was executed by Carolina Lazzari of the Met in her studios in the Met Opera Building....Frank was 30....Everyone but the cast of the Tuesday Ford Show seems positive it's booked for 22 cities on its way to the coast....

When Martha Boswell entertains Bill Burton at the old manse (cottage to you) weekends she expects him to take all his exercise at the Remington....Bill's authoring a play with Broadway and Hollywood possibilities...."Slightly Terrific," the Ken Lyons-Elliott Grennard opus scheduled for May 21 rehearsal, does a "Once In A Lifetime" for radio....Yvette Rugel's teens-age daughter, Patricia Dooley, is being groomed by mama for ether-doings Helen Gray, femme philosopher from KYW, Philly, starts a new WHN series at 2:15 p.m. today....

Radio Row to rusticate....The Armbrusters, Richard and spouse, Gus Henschen, Andre Kostelanetz and La Pons, Larry Marsh, Tim and Irene, Stoopnagle and Madame, the Mario Chamlees and Frank Parker will all be within a crooner's whisper of each other up South Norwalk-way come the dog days....with Gladys Swarthout and husband Frank on the list of favored visitors....Parker's leasing Stoopnagle's boat....C. W. Fitch (NBC program department's business mgr.) helped assistant Helen Guy to celebrate her 15th year of continuous service with WJZ and WEAf....Evelyn Huff succeeds Polly Lewinsohn as WKY, Oklahoma City, receptionist....Aurelia Divener is the new switchboard divinity at WDRC, Hartford....



Norge Varieties

Second of the Norge disk series, heard 11:45 a.m. Mondays and Fridays over WOR, headlined Tom Howard and George Shelton in more or less of a rehash of stuff they have done before. Like the first program, in which Julia Sanderson and Frank Crumit did their familiar line, the Howard and Shelton patter was without distinction. Al and Lee Reiser also did some ivory tickling.

Margie Ann Knapp

Scouts looking for new radio talent will find a real bet in a young miss named Margie Ann Knapp, who appeared with Don Albert's Orchestra at 7 p.m. Friday over WHN. Though announced as only 12 years old, Margie sings in a well-matured style, with plenty of vocal quality, volume and flexibility, plus sweetness. She did three numbers, "Spring Clean-

ing," "What Will I Tell My Heart" and "I've Got My Love to Keep Me Warm," and put them over exceptionally well. Albert's orchestra, heard in various WHN spots, gave the youngster a good background.

Vallee's Varieties

With Rudy Vallee absent from the show for the third time in seven years, this program embarked on a slightly different sort of entertainment last Thursday. Edgar Bergen and his dummy, Charlie, carried off top honors doubling between their regular sessions of comedy and emceeing the whole performance. The show, as usual, was spotted with guest stars, namely Alice Marble, a tennis player, and Sybil Jason, young film star, but the program was all Bergen as far as the listening audience was concerned. All in all, it was a fast moving, enjoyable performance.

ORCHESTRAS - MUSIC

THE California Collegians, just returned from Hollywood, opened Friday at the Michigan Theater, Detroit. Fanchon & Marco Enterprises set the deal.

Mickey Alpert will bring his own orchestra to Ben Marden's new Riviera, opening May 27, and will be aired over WOR-Mutual. He will function in a double capacity as batonist-vocalist.

New York Philharmonic-Symphony Orchestra, conducted by Alexander Smallens, will make its first sponsored broadcast on Friday, 10-10:30 p.m., over CBS as guest orchestra on the program sponsored by a group of American banks.

Benny Pollack and Archie Loveland and their respective orks have signed with Rockwell-O'Keefe.

Russ Morgan and the music-making boys have been signed by Vitaphone to make a short. The deal was handled by Harry Engel of Fanchon & Marco Enterprises in conjunction with CRA.

Harry Brader, who batoned several pit orks in Omaha theaters at one time, returned from Minneapolis to conduct the Omaha Civic Symphony in a special program over KOIL. He's now in the Minneapolis symphony's first violin section.

Freddie Ebener's band, heard on Omaha station sustainers, has opened the new Chez Paree in East Omaha.

Adah Smith Alison, WICC pianist, has been appointed president of the Connecticut Federation of Music Clubs, as the unanimous choice of the governing board.

Three new works by young American composers will be given their world premiere at the Westminster Choir School's Second Annual Festival of American Music, when they are broadcast from Princeton, N. J., over CBS on Wednesday, 3:45-4:30 p.m. The program will be one of Columbia's highlights for National Music Week. Paul Creston's Quartet, Eda Rapaport's Sonata, and "Three Songs in Praise of Death" by John Duke, are the favored selections.

Haydn's "Coronation Mass" and Sir Edward Elgar's "Coronation March," composed for the coronation of King George V and Queen Mary in 1911, will be featured in an all-coronation program to be presented during the Chicago Symphonic Hour on Friday, 11:05 p.m. EDST, over the NBC-Blue network.

Guy Lombardo and ork have been signed as the Roosevelt Grill musical attraction for the Fall and Winter season of 1937-1938, effective in September. The Lombardo contingent has embarked on its customary tour throughout the country which will terminate with the return of the orchestra to the Grill.

"Harry Ford and His Missouri Mules" is a new half hour feature at 7 a.m., daily except Sundays over WT MJ, Milwaukee.

★ F. C. C. ★ ACTIVITIES

APPLICATIONS RECEIVED

KQV, Pittsburgh. CP for new relay station. 31100, 34600, 37600, 40600 kc., 5 watts. Richard Field Lewis, Oakland, Cal. CP for new station. 1160 kc., 1 Kw., daytime. KEHE, Los Angeles. CP for auxiliary transmitter to operate on 1 Kw. for emergency purposes only.

APPLICATION RETURNED

Broadcasters, Inc., Gastonia, N. C. CP for new station. 1420 kc., 100 watts night, 250 watts day, unlimited.

EXAMINER'S RECOMMENDATIONS. KFXR, Oklahoma City. Renewal of license and consent to assignment of license to Plaza Court Broadcasting Co. be granted. 1310 kc., 100 watts, 250 watts LS., unlimited.

APPLICATIONS GRANTED

WKZO, Kalamazoo, Mich. CP to move transmitter, changes in equipment. 590 kc., 250 watts night, 1 Kw. day, unlimited.

KALB, Alexandria, La. Mod. of license to change frequency, power and hours to 1210 kc., 100 watts, unlimited.

WGBI, Scranton, Pa. Mod. of license to increase power to 500 watts, 1 Kw. LS., share time. 880 kc.

APPLICATION DENIED

Isador Goldwasser, Anniston, Ala. CP for new station. 1420 kc., 100 watts, daytime.

Bayou Broadcasting Co., Houston. CP for new station. 1210 kc., 100 watts, daytime.

HEARINGS SCHEDULED

May 3: J. Leslie Doss, Sarasota, Fla. CP for new station. 1390 kc., 250 watts, daytime.

WPEN, Philadelphia. Mod. of license to 920 kc., 1 Kw., share time day and night.

WRAX, Philadelphia. Mod. of license to 920 kc., 1 Kw., share time day and night.

WORL, Boston. Mod. of license. 920 kc., 1 Kw., unlimited.

May 4: Clarence A. Berger & Saul S. Freeman, Couer d'Alene, Idaho. CP for new station. 1200 kc., 100 watts, daytime.

KGKO, Wichita Falls, Tex. Mod. of CP 570 kc., 1 Kw., 5 Kw. LS., unlimited.

May 5: Northern Broadcasting Co., Traverse City, Mich. CP for new station. 830 kc., 500 watts, daytime.

WLB, Minneapolis. Mod. of license. 760 kc., 5 Kw. LS., share time.

WCAL, Northfield, Minn. Mod. of license. 760 kc., 5 Kw. LS., share time.

WTNC, Minneapolis. Mod. of license. 1250 kc., 1 Kw., 5 Kw. LS., unlimited.

May 6: Advertising Publishing Co., Ltd., Honolulu, T. H. CP for new station. 1370 kc., 100 watts, unlimited.

Fred J. Hart, Honolulu, T. H. CP for new station. 600 kc., 250 watts, unlimited.

Central States Broadcasting Co., Council Bluffs, Ia. CP for new station. 1500 kc., 100 watts, unlimited.

Sioux City Broadcasting Co., Sioux City, Ia. CP for new station. 1420 kc., 100 watts, 250 watts LS., unlimited.

C. W. Corkhill, Sioux City. CP for new station. 1420 kc., 100 watts, unlimited.

May 7: W. E. Whitmore, Hobbs, N. Mex. CP for new station. 1500 kc., 100 watts, daytime.

WEAN, Providence, R. I. CP for change in power to 1 Kw., 5 Kw. LS. 780 kc., unlimited.

NBC Derby Unit in Louisville

A. A. Schechter, NBC director of news and special events department; Clem McCarthy, Charles Lyons, Lyle Van, George Patterson, NBC announcers; R. A. Limburg and a staff of six other engineers, arrive in Louisville today to prepare for five pre-Kentucky Derby broadcasts and the actual broadcast of the Derby next Saturday. On Wednesday. George Gouge, account executive on the Brown & Williamson account, sponsors of the Derby broadcast. Arthur Pryor Jr., radio director, and Ken Fickett, production man, all of BBDO, Brown & Williamson's advertising agents, will arrive in Louisville. WAVE will serve as the local pick-up point for all NBC broadcasts from the trade.



☆ Coast-to-Coast ☆



ED STODEL, formerly on editorial staff of the Los Angeles Herald-Express, and who inaugurated the first regular radio news service for that paper a number of years ago, is now editing and producing the International and Universal News Broadcast seven nights a week over KFWB.

Don Lee is trying out ticketless audience shows with its old time meller series, Gaslite Theater on Mutual Saturday nights. Productions staged in KHJ's studio theater.

John A. Reber, vice-pres. in charge of radio for J. Walter Thompson, here from New York to stay a month, supervising the new JWT shows getting under way, particularly the Grace Moore.

Frank Forrest, in from a 20,000-mile concert tour says that at almost every concert he was impressed with the number who knew him through his programs on the air.

Basil Rathbone makes his third appearance on Bing Crosby's Kraft show Thursday.

Ed Wilcox, Outdoor Reporter commentary program, back on the air via KFWB and KFOX, which marks his fifth year of the series. Placed through Dan Miner Co.

Willis Werner, radio ed of San Diego Sun, in town visiting stations, agencies and friends.

Dave Young, producer of Don Lee net's "Sycamore Street" serial, tricked the street car company into doing the sound effects for his theme disk.

Harrison Holliday, manager of KFI-KECA, spent the week end in San Francisco, watching the yacht races.

Jack Oakie is carrying his college presidency to College Humor, with a page ad series in which he will talk, a la college president, to Humor's readers.

Gertie and Buddy Messenger, juvenile stars of ten years ago, and now trying to get back in the films, will be on next Hollywood Extra program, KFI.

Columbia Bureau Signs 5

Latest additions to the talent under management of Columbia Artists Inc. include Raymond Scott, music writer and conductor; Carl Carmer, author; and Dr. Harry Hagen, radio spelling-bee master; Robert Gibson, singing CBS page boy, and Johnny Russell, from radio and night club circles. Gibson and Russell start sustainings this week.

Jimmy Winchester Shifted

Jimmy Winchester, announcer for Teleflash, has been transferred from the New York offices to Baltimore. Winchester last year did football broadcasts for WBAL under the sponsorship of Atlantic Refining, and will resume the broadcasting of sporting events over that station upon his return to Baltimore next week.

CLEM MCCARTHY, ace NBC turf commentator, stopped briefly in Cincinnati last week while on his way to Louisville, where he is to make several network broadcasts prior to and during the running of the Kentucky Derby. McCarthy had lunch in Cincy with L. B. Wilson, president of WCKY before leaving for Louisville. Last year the veteran racing expert broadcast the Latonia Derby through WCKY and NBC, and it is possible he may do so again this year.

WTMJ (Milwaukee) announcers and staff members are watching their P's and Q's these days. Reason: Doghouse Court now aired weekly by WTMJ. Those making boners go on trial, with listeners who report boners getting prizes.

Harry Bibb, salesman at WTMV, East St. Louis, made the rounds of Chicago agencies last week.

Uncle Ezra and the Hoosier Hot Shots are tentatively slated to make a personal appearance at the Great Lakes Exposition, Cleveland, June 8, with their air date on June 7 emanating from WTAM.

Cheery Berry—Tidewater's air sensation—is conducting a Luncheon Club daily 12:30-1 p.m. at WGH, Newport News, Va. He plays tunes and chats.

Henry Saeve Jr., on the staff of WTMJ, Milwaukee, for six years as operator, sound man and production chief, has switched to the sales staff.

Doug Grant, program director of WMT, Cedar Rapids, has several staff rivals as a photography fan. Ray Cox, Charles F. Quentin, Michael McElroy, John Palmer and Art Shepherd also are camera enthusiasts.

KGNO, Dodge City, has added an office for the continuity pounders. John C. Drake also thinks the new green decorative scheme for the offices is right in season.

KVI (Seattle-Tacoma) briefs: Elvin Evans, production manager, doing an early morning "shift" since recent adoption of a baby girl....Ruben Gaines, former business manager of Tacoma Philharmonic, joined as announcer and music director....James Wallace, chief engineer, recently elected chairman of Seattle Section of Institute of Radio Engineers and vice-president of Tacoma Engineers Club....Ernest Estes, transmitter engineer, married Marie Morisse on Saturday....Leonard Higgins, newscaster, is on active duty during U. S. Army Third Division encampment—he's a lieutenant....Dorothy Ann Simpson has joined as secretary-receptionist.

A record for poems received from listeners is claimed by WTMV, East St. Louis, an envelope with 126 verses having been received the other day by "The Family Man."

J. J. Beloungy, chief engineer at WBT, Charlotte, who is an enthusiastic rifleman, attends the Kannapolis Rifle & Pistol Club shoot on Friday. WBT will air a half-hour program on the event, 3-3:30 p.m.

As a "Special Feature Service," WWJ, Detroit, last week presented a broadcast direct from the scene of the London, Ont., flood area, the 15-minute period, picked up by remote wire, consisted of descriptions of the situation, given by Phillip Morris, program director of CFPL, London, Ont.

WBAL, Baltimore, has started a series of safety talks under the direction of Walter R. Rudy, Commissioner of Motor Vehicles, in an effort to reduce traffic accidents.

A high wind which swept Maryland last week wrecked one of the towers of the WFBR, Baltimore, and the station was forced off the air for a short time.

Virginia Verrill's new CBS program from the coast, at 5:30 p.m. Saturdays, starts this week.

Students of 13 junior and senior high schools in Pittsburgh were heard in the "Music and American Youth" program to be broadcast to the NBC red network through the facilities of WCAE on Sunday morning.

WOW, Omaha, will resume safety broadcasts by remote control from the police station. Police Captain Frank Rose will be at the mike.

Announcer Bill Baldwin of WOW, Omaha, has been chosen for a role in the Ak-Sar-Ben den show to be presented next fall by that civic organization.

Joel Wahlberg, chief announcer at WGH, Newport News, last week concluded another of the annual music contests put on in cooperation with the Music Dep't of the Newport News Board of Education. A Music Memory Contest as a test for the music class students comprised the final broadcast.

The Saturday Night All-Request Jamboree at KDYL, Salt Lake City, with Myron Fox, announcer, m.c., hit a new high in number of requests phoned, telegraphed and mailed the other day when over 500 requests per hour were checked by Fox. High jinks of a very informal variety coupled with the request feature are considered responsible for the program's increasing popularity.

JULIAN BENTLEY, WLS news editor is now doing five regular news broadcasts each day. This totals up more than four hours a week of commentary. One is in the form of a news parade for school children, another is aimed entirely at adults.

Don and Helen Bush, harmony team, have been added to the WLS staff. They came from KQV, Pittsburgh.

University Broadcasting council launched a program, "New Voices for Old," on Friday over WIND featuring Regina Hjertelius, De Paul university, voice and diction expert.

McLaughlin's Manor House coffee has a new five minute review of news oddities by Chuck Acree on the WLS Homemakers hour three times a week.

Conklin Mann, assistant to President Burrige Butler of WLS, to New York Wednesday to give his daughter in marriage.

Capt. Paul Fogarty auditioning "Rube Appleberry," a baseball favorite of a few years back, at WGN from Chappell Brothers (dog food). Fogarty syndicates Rube Appleberry for a flock of newspapers.

Bill Murray of William Morris visiting the local office.

John Reber, radio boss at J. Walter Thompson's, dropped off at Wrigley building headquarters here en route to Hollywood to set new Chase & Sanborn show.

Dick Marvin of J. Walter Thompson's office back from Nashville where he listened to WSM's "Grand Ole Opry." Seems J. W. T. has some prospective national sponsors in mind.

Joe Emerson, soloist of Hymns of all Churches, Fred Jackey, choir director, and George Thorndyke, announcer, all for Gold Medal time in Minneapolis over week-end to confer with sponsor, General Mills.

Milt Herth, WIND organist, left for New York over the week-end to make a guest appearance with Al Pearce on the Ford hour Tuesday. He will stay in the east for additional radio work.

Henry Busse's Marro Oil broadcasts moved from Wednesday afternoons to 10:45 a.m. Sunday mornings over WMAQ-NBC.

Jack Ross of Ranch Boys Trio (Fitch Jingle program) gave a quart of blood for transfusion for his wife at American hospital last Wednesday.

Joan Blaine back from a vacation and resumed in "A Tale of Today" Sunday.

A. D. (Scotty) Scott, NBC production man, heard a baritone warbling "Cosi Cosa" in the corridor. Went out to listen and found Bill Weaver, page boy. Now they're using him on NBC Club Matinee.

Homer Griffith (Friendly Philosopher) started a new weekly program over WLS at 8:30 a.m. Saturday.



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 60

NEW YORK, N. Y., TUESDAY, MAY 4, 1937

FIVE CENTS

RCA Quarter Net Up 43%

Looking On AND LISTENING IN

RADIO TAX Considerable apprehension has been aroused in the broadcasting field by the most recent proposal for the taxing of radio stations on a wattage basis.

It is not the idea of the tax that looms most ominously, but the suggested taxation scale, which would start at \$1 per watt a year on stations having up to 1,000 watts and increase to \$3 a watt annually on stations having more than 10,000 watts.

Thus a 500,000-watt like WLW would have a tax bill of \$1,500,000 or much more than the station earns in a year, and the 50,000-watt stations also would have some time trying to pay a yearly tax of \$150,000 merely for the privilege of being in business.

There is something sinister, political or otherwise, behind any tax proposal that will be so confiscatory.

Luckily, before such legislation could be enacted it would have to receive the approval of an alert and easily informed public sentiment which knows its interests and welfare better than the politicians do.

BROADWAY WAIL Legitimate stage people complain that Thursday night has become the poorest of the week for business in Broadway playhouses.

And not because it's the maid's night out.

The blame is laid at the broadcasting doors of the Rudy Vallee Varieties and the Kate Smith Band Wagon, both of which are on the air that night presenting more stars and a better show than the playgoer can find in the average Broadway theater.

But the legit producers aren't wailing as loudly as the movies or going in for any paper agitation about keeping their stars away from the mike.

COAST COMMERCIAL FOR MUTUAL MAY 11

First commercial from the coast for Mutual Broadcasting System will start May 11, when Skol, sunburn cream and beauty preparation, will take the 12:15-12:30 p.m. spot (EDST), in the East on WOR, the program being entitled "The Hollywood Girls." Show will feature a femme trio and a dramatic actor. Tieup with a movie studio is also being set, probably with Grand National.

Stations are WOR, WGN, CKLW, WAAB, WBAL, WFIL, WOL and 10 Don Lee outlets on coast. Program will originate in studios of KHJ, Hollywood. Peck Advertising Agency has the account. Contract is for 52 weeks.

WNBR Celebrates 12th With 17½-Hour Comm'l

Memphis—Twelfth anniversary of WNBR was celebrated with a 17½-hour sponsored schedule running from 7:30 a.m. to 1 a.m. Only break in the broadcast, sponsored by leading business firms, was a short program presenting station officials in a brief resume of the station's history. H. W. Slavick, managing director of

(Continued on Page 2)

Temperance Outfit Placing Disk Series

West Coast Bureau, *RADIO DAILY*
Los Angeles—National Voice, temperance tab published here, is spotting "Repeal News Flashes" series on 80 stations. Ethel Hubler, editor of the tab, is supervising production. Recordings Inc. is making the waxes.

Radio Playing Santa to Films; 545 Free Minutes for One Pix

What is probably a record in obtaining free time for film exploitation is being chalked up in favor of "A Star Is Born," current in its second week at the Radio City Music Hall to the tune of 109 different broadcasts and mentions for a total of 545 minutes of free time.

Live-wire contacting and ideas ex-

First Quarter Profit of \$2,243,057 is Reported, Compared With \$956,366 in Same Period Last Year

WPA Gets Sponsor

Miami — Federal Players, local WPA dramatic group, goes commercial for Manhattan Beer over WQAM on May 16.

TWO HOURS OF SPORTS GOES ON WMAS DAILY

Springfield, Mass. — A two-hour daily program devoted entirely to sports, with spot announcements to be worked into the schedule, has been added to the WMAS schedule. Chief Announcer Warren Greenwood directs the broadcast. Station has direct wires to race tracks and racing info will be chief part of the program.

Few Technical Problems Remain for Television

Washington Bureau, *RADIO DAILY*
Washington — From the standpoint of technical problems, only a few minor details remain to be solved for television, says Commander T. A. M. Craven, chief engineer of the FCC. Agreeing with remarks of David Sarnoff that television to the public is now an artistic and economic rather than a technical problem, Craven said the only reason visual broadcasting is being held up is due to the allocating of frequencies. There may be more hearings on the matter, he added.

RCA net profit for the first quarter of this year amounted to \$2,243,057, an increase of approximately 43 per cent over the \$956,366 reported for the three months ended March 31, 1936, it was announced yesterday by David Sarnoff, president.

Gross income for the first three months of 1937 was \$25,109,249, against \$22,542,319 in 1936. Surplus at March 31, 1937, was \$16,787,705, compared with \$13,256,642 a year ago.

VICK KNIGHT JOINING EDDIE CANTOR STAFF

Vick Knight has been released from his present contract with Phillips H. Lord and will join the Eddie Cantor staff as supervisor of all production. Knight's last "We the People" broadcast will be May 16, following which he motors to Hollywood with his family. He will begin new duties effective with the May 29 Cantor broadcast. Knight was set for new

(Continued on Page 8)

State Court to Review WJBW Injunction Case

New Orleans—Under a writ returnable May 24, the state supreme court here has instructed Judge Hugh Cage of the civil district court to turn over to it for review his records in the injunction suit of Southern

(Continued on Page 2)

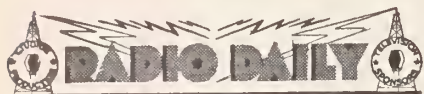
Jap Announcer

Columbia, Mo. — Ichiro Iwatate, who came from Tokyo to study at the University of Missouri, is a recent addition to the KFRU announcing staff. He handles a series of Hawaiian programs. Incidentally, to avoid linguistic and international difficulties, the enterprising staff at KFRU has re-christened their Jap cousin "Jackson McGillicuddy".

Preview Debate

Tulsa — KTUL scooped its competition when it presented Senator Wheeler and Asst. U. S. Atty.-Gen. Keenan in an air debate two hours before they did their debating in the Akdar Theater. Convinced only a few folks would hear them in the theater, Wheeler and Keenan agreed to give a "preview" of their talks on KTUL.

(Continued on Page 8)



(Registered U.S. Patent Office)

Vol. 1, No. 60 Tues., May 4, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk and Verne Bailey, 6425 Hollywood Blvd. Phone Granite 6607.

Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

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FINANCIAL

(Monday, May 3)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	167	165	167	+ 2 3/4
Crosley Radio				
Gen. Electric	54 3/8	53 1/2	53 3/4	+ 1/8
North American	25	24 1/2	24 5/8	- 1/4
RCA Common	9 1/2	9 1/4	9 1/4	
RCA First Pfd.	70	70	70	
RCA \$5 Pfd. B.	(97 1/2 Bid)	110	Asked	
Stewart Warner	19 3/8	19	19	+ 3/8
Zenith Radio	35 3/4	35 1/4	35 3/4	+ 1 1/2

NEW YORK CURB EXCHANGE

	High	Low	Close	Net Chg.
Hazeltine Corp.	16 1/2	16 1/2	16 1/2	
Majestic	3 1/2	3 1/2	3 1/2	- 1/8
Nat. Union Radio	2 1/2	2 1/4	2 1/4	- 1/4

OVER THE COUNTER

	Bid	Asked
CBS A	50 1/2	52 1/2
CBS B	49 3/4	51 3/4
Stromberg Carlson	14 1/4	15 1/4

Finds Radio Reduces Interest in Reading

Radio tends to reduce the amount of reading, whereas the movies stimulate it because of the popular literary works that are filmed, according to the latest year book of the New York City Ass'n of Teachers of English.

In the section on radio, Dr. Arthur W. Courtney of John Adams High School says he found that popular radio programs of gags, singing, orchestra music, and auditory stunts with such dialogue as "Amos 'n Andy," ranked first in popularity among the students. The juvenile heroes, such as Popeye, Tom Mix, Lone Ranger, Flash Gordon, Dick Tracy and Jack Armstrong ruled the junior and high school group, he discovered.

NETWORK SONG FAVORITES

Following is an accurate list of performances for the week ending May 1, covering songs played from 5 p.m. to 1 a.m. on CBS and two NBC networks. Only compositions played 15 times or more are included. This listing is a regular Tuesday feature in RADIO DAILY.

Selection	Publisher	Times Played
Carelessly (Irving Berlin, Inc.)		39
September In The Rain (Remick Music Corp.)		28
Never In A Million Years (Robbins Music Corp.)		26
Too Marvelous For Words (Harms, Inc.)		22
Boo Hoo (Shapiro, Bernstein, Inc.)		21
Sweet Is The Word For You (Famous Music Corp.)		21
Where Are You (Leo. Feist, Inc.)		21
There's A Lull In My Life (Robbins Music Corp.)		19
How Could You (Remick Music Corp.)		18
Let's Call The Whole Thing Off (Chappell & Co.)		18
Swing High Swing Low (Famous Music Corp.)		18
I'm Bubbling Over (Robbins Music Corp.)		17
Love Bug Will Bite You (Santly Bros.-Joy)		17
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State Court to Review WJBW Injunction Case

(Continued from Page 1)

Broadcasting Company against WJBW owner Charles Carlson.

Claiming it had a managerial contract with WJBW, Southern had petitioned the court to enjoin Carlson from committing alleged acts said to be detrimental to its business. Judge Cage upheld Carlson's attorney in his contention that the court lacked jurisdiction.

Cornell Quits Agency

Paul Cornell has definitely severed his connection with Geyer, Cornell & Newell, Inc., and will devote the majority of his time to the Rumford School for Boys in which he is interested. Cornell last week retired as chairman of the American Association of Advertising Agencies. He has not been active in the agency for the past few months.

Staff Changes at WFMD

Frederick, Md. — Lewis Rice, formerly chief engineer of WFMD, has joined the technical staff of WJSV. John Fels, WFMD engineer, has been promoted to the chief's position, and Charles Nusbaum has been added to the staff.

Announcer John Newhouse will leave WFMD and join the staff of WESG, Elmira, N. Y., on May 11.

Crumit Action Adjourned

State Supreme Court action of Frank Crumit and National Association of Recording Artists vs. WHN, whereby the former sought to restrain the station from using the Crumit phonograph records, was adjourned yesterday until October term by mutual consent.

WNBR Celebrates 12th With 17 1/2-Hour Comm'l

(Continued from Page 1)

WMC and WNBR, both owned and operated by the Commercial Appeal; Mallory Chamberlin, commercial manager, and Francis Chamberlin, manager of WNBR, were speakers.

Ivanhoe Test Series

Ivanhoe Foods Inc. (mayonnaise) has started a test campaign on the air using selected stations in the east for spot announcements. The firm recently voted to increase its advertising budget 50 per cent over 1936. Moser & Cotins, Inc., Utica, is the agency.

Child Guidance on WLTH

A new child guidance series, in dramatized form, starts at 4:15 p.m. tomorrow over WLTH, Brooklyn. Programs, conducted by Judge Brill, who has been doing a similar series over this station, will be based on script material provided by the broadcasting group of New York University and will come from the university.

Eddie Miller Musicale

Eddie Miller, baritone and singing teacher, will offer his initial musicale on May 16 at 8:30 p.m. in the Mansfield Theater. About 50 of his most talented pupils will appear, with Jay C. Flippen as m.c.

COMING and GOING

ARTHUR RODZINSKI, conductor of the New York Philharmonic Symphony and Cleveland Orchestras, sails today aboard the Paris for London, where he will be guest conductor of the orchestra at Covent Gardens during the Coronation. MRS. RODZINSKI accompanies him.

SERGE KOUSSEVITZKY, leader of the Boston Symphony orchestra and of the Berkshire Festivals, sails aboard the Paris today with MRS. KOUSSEVITZKY.

IGOR F. STRAVINSKY, Russian composer, sails for London today on the Paris.

LEOPOLD SACHSE, stage director of the Metropolitan Opera Co., sails today for London.

MLLE. NADIA BOULANGER, French composer and professor of harmony and music history at the American Conservatory of Fontainebleau, is another passenger on the Paris.

P. W. LITCHFIELD, president of Goodyear Tire & Rubber Co., and MRS. LITCHFIELD sail today on the Washington for London.

C. H. MINOR, president of International General Electric Co., accompanied by MRS. MINOR, also sail on the Washington today.

BOB MORRIS and GEORGE NIXON, NBC engineers, are in Washington today to deliver a talk before Acoustical Society of America, on interior acoustical material.

ROSALINE GREENE left by plane immediately after her "Hour Of Charm" broadcast last night to go to Seattle, where she is to announce Mrs. F. D. Roosevelt's program tomorrow evening.

E. C. MILLS, Chairman of the Advisory Committee of Ascap, returned yesterday from trip that took him as far West as Montana and South to Texas. While nine states have anti-Ascap legislation pending, the organization expects to have a record-breaking year in the way of gross receipts.

RUSSEL E. PIERCE, editorial director of Cecil, Warwick & Cecil, sails Saturday for Russia via Poland, Sweden and Estonia, as American delegate to the Soviet Union's first "All Union Advertising Exhibition. RICHARD R. HUBLER, radio editor of News-Week, will also go.

CHARLES POOLER, CBS publicity department is in Washington today for a two-day visit.

VINCENT CALLAHAN of WRC-WMAL, Washington, is in town.

FRANK RAND, CBS publicity department head in Chicago, has returned to that city from the east.

BILL GEER, "March of Time" editor, has left for a two-weeks vacation in Florida.

Sponsor for WTAM Vox Pop

Cleveland—"Playhouse Square Interviews," vox pop program conducted on WTAM by Tom Manning and Jane Weaver, will go commercial as a spot broadcast on May 10, daily except Saturday and Sunday. Sponsor is Likeside Biscuit Co. Show has been on as a sustaining feature since April 26.

The Tavern RADIO'S RENDEZVOUS

MAKE THIS YOUR LUNCHEON—DINNER—SUPPER CLUB

158 W. 48th St.

Toots Shor

RADIO EVENTS, INC.
AN INDEPENDENT PRODUCING GROUP
SERVING ADVERTISING AGENCIES

535 Fifth Avenue,
New York, N. Y.

From script to production—
that's extra something that's good radio

LEO SAYS:

Greetings to Oxydol—
WHN Original Amateur
Hour's new sponsor!

WHN DIAL 1010
AFFILIATED WITH
M. G. M. LOEWS



NOVEL PIMLICO SERIES BEING AIRED BY WFBR

Baltimore—Based on an idea presented by Alfred Gwynne Vanderbilt, who recently became interested in the Maryland Jockey Club, operating the Pimlico Race Track, a daily broadcast titled "The Voice of Pimlico" is now on the air over WFBR at 3:15-3:30 p.m. Henry Hickman, Tydol's Inquiring Reporter, and Nancy Turner, director of women's programs on WFBR, broadcast interviews direct from Pimlico, using both stationary positions and short wave mobile packs.

Another program goes on at night, 10:30-10:45, with Tommy Daley, Pimlico's track announcer, who is the "Voice of Pimlico". For this broadcast, station has a line to the track announcer's booth and while he is describing the races, for the benefit of those present over a P. A. system, WFBR is also recording this from its own station, taking only that part beginning with "They're off". During the lull between the races, Daley makes a special recording giving some of the color about the start of the race and also the pari-mutuel prices. The whole broadcast is done by recordings and requires considerable work on the part of WFBR's special event department under the direction of Stewart Kennard and the program department and engineering staff in shaping these recordings into a natural broadcast. It has made such a hit that the station plans to sell it to a sponsor next year.

"Lights Out" for Theaters

Chicago — Cooperating with Sid Strotz at NBC, Will Harris, theatrical producer, is about ready to put "Lights Out," the Arch Oboler Wednesday night thriller, into theaters. A one-hour performance to use at movie houses is in prospect. Show is to open in Milwaukee in a few weeks.

Oboler is also bringing out a book on "Lights Out"—a collection of the better scripts used to date.

Changes at KTUL

Tulsa, Okla.—Bob Holt of KTUL has been assigned the duties of program director, succeeding Roderick Cupp.

Erving Lewis, in addition to his work as news editor and broadcaster, has taken over the station's promotion-publicity department.

KSO, Des Moines

Goodman Motor Co., daily news program, Benedict Hardman's "Final Edition."

ADOLF SCHMID

Conducting—Orchestration

INSTITUTE OF MUSICAL ART

JUILLIARD SCHOOL OF MUSIC

New York City

NEW PROGRAMS—IDEAS

Flying Investigator

Fred Hunter, writer and actor at WTMV, East St. Louis, Ill., today begins a show for Massey Dairy of Granite City, Ill. Scheduled at 5:05-5:20 daily except Sunday, the program concerns the adventures of "Red" Steele, Flying Investigator. Written and acted by Hunter, Steele is portrayed as an original American, an Indian, who has been an All-American halfback, world traveler and adventurer, and is now working with the G-men as a flying investigator, so-called because of his continual use of airplanes as a method of transportation to and from assignments in all parts of the world.

Typical kid stuff, the show is done in dramatic narrative with organ background played by WTMV's musical director, Paul Godt. Each episode, in addition, draws some definite moral and, because of the Dairy sponsorship, illustrates at least one good reason for drinking plenty of milk and eating dairy products. Whole show is tied up with sponsor's present merchandising efforts and will offer memberships in the Red Steele Flying Investigator Club in exchange for bottle tops. Show was originally run as sustainer.

"The Baseball Warmup"

To the fast moving strains of that grand old song of the days gone by, "Slide Kelly Slide," the "Baseball Warmup" swings into play every week-day afternoon at 2:15 over KWK, St. Louis. Johnny Neblett, announcer, throws the fast ones across the plate—the Four Keymen Quartet puts over a few vocal curves, while Rolla Coughlin acts as combination score-keeper and leader of the former Irving Rose Orchestra. Tony Di Pardo, Forest Alcorn and Stuart Taylor, vocalists, have a very prominent place on the dug-out bench and step up to the old plate every now and then with a song or two.

This fast moving half hour show is designed to whet the appetites of the many lovers of America's grand old sport, just before the game begins. Those thousands of rabid ball fans get just the sort of pep and enthusiasm they want—and they also receive the scores of the many

Barry Wood Signed

Barry Wood, baritone, was signed yesterday to replace Jerry Cooper on the Drene series, heard Thursdays over NBC-Blue, 7:45-8 p.m. Wood begins this week and will continue for eight weeks. It is believed that sponsor will fade for the summer at that time. Wood will also be featured on the Drene disk series. Kastor advertising agency has the account.

Minnie Dupree in Tele Test

Minnie Dupree, stage veteran now appearing in the Symphonic Dramas put on the air by the WPA's Federal Theater, was given a few hours off yesterday to take a test for NBC television broadcasts.

Eastern games which are well under way when the program takes the air.

Inter-Sorority Sing

Members of five University of Missouri Pan Hellenic Sorority Glee Clubs competed for honors on the air in a half hour inter-sorority sing-fest sponsored by KFRU, Columbia, Mo. Sorority songs in special arrangements were featured by the girls representing Kappa Kappa Gamma, Alpha Delta Pi, Pi Beta Phi, Delta Delta Delta and Kappa Alpha Theta. Listeners were invited to vote for their favorite and Kappa Kappa Gamma seemed to be to the liking of a huge majority. The girls hauled in so much mail on their program that a group of fraternities have decided to "sing it out" over KFRU in the immediate future.

Jacks and Marbles Tourney

An unusual special event was staged Saturday in the studios of KDAL, Duluth. Finals in the city jacks and marbles tournament, conducted by the City Recreation Department, were staged in the studios, and the bounce by bounce, shot by shot account was broadcast. The boys knuckled down in a regulation circle drawn on a carpet in the studio, while the girls bounced their rubber balls and scrambled for jacks on a special wooden platform. Appropriate sound effects supplied themselves.

School Information

To acquaint the public with the work of the public schools, WBAL, Baltimore, has launched a new series on Thursdays, 7:15-7:30 p.m., known as "Your Baltimore Schools." Programs are prepared by Eleanor Bowling and are in conjunction with the Department of Education.

"Poppy Day" on KDKA

Pittsburgh — In connection with American Legion Poppy Day, May 8, KDKA has arranged a special program for 4:30 p.m., Wednesday, May 5. Ethel Sellers McGill, soprano, will offer a group of appropriate songs, and a short talk will be delivered by Mrs. John H. Caraher, Poppy Day chairman.

Rothman to Handle Pontiac

Detroit—W. A. P. John, president of MacManus, John & Adams Inc. agency, yesterday announced appointment of Edward S. Rothman as v.p. and account executive. Rothman, formerly with Campbell-Ewald for 12 years and more recently Detroit manager of United States Advertising Corp., will handle the Pontiac Motor account.

Donald Peterson

PRODUCING

JUNIOR G-MEN of AMERICA

WOR—6:30 P.M.

M.W.F.

CHRISTIAN COMMUNION BROADCAST BY WGRC

New Albany, Ind.—A Christian Communion of the Air was broadcast Sunday by WGRC, the George Rogers Clark station with studios here and in Louisville. Pronounced by some as a daring venture, it nevertheless bids fair to go around the world. Service emanates from Trinity Methodist Episcopal Church of Louisville. Idea is to provide the Communion for all kinds of shut-ins, from invalids to prisoners. Dr. Horace A. Sprague, who presides, instructs the hearers what to do in order to fulfill the Communion requirements.

Cotton Carnival Broadcasts

Memphis—As one of the preliminary broadcasts of a series of nationwide airings scheduled during the Mid-South Cotton Carnival here, May 11-15, the Cottonland Music Festival, sponsored by The Commercial Appeal, was presented over WMC-NBC-Red network Friday from the Auditorium. Broadcast included appearance of Homer Rodeheaver, nationally known chorus leader, and Arthur Hays, organist. Bill Fielding, WMC production director, emceed the broadcast.

Additional broadcasts are to include a pick-up of Beale Street amateur performers during the Magic Key hour via WMC-NBC on Sunday.

WCKY Promotes Baughman

Cincinnati—Elmer Baughman, WCKY announcer, has been appointed assistant studio manager by L. B. Wilson, president and general manager. Baughman will take over some of the duties of Lee Goldsmith, studio manager.

Ken Williams has been added to the news room staff.

Frank Zwygart will handle sports news this summer, including the "All Sports Review".

New Announcers in Memphis

Memphis—Three new announcers have been added to the roster of local radio stations. Aubrey E. Guy Jr., formerly with WHBQ, is now at WMC. He replaces Joe DuVal, veteran announcer who recently departed for the west coast to enter radio dramatic work.

Harold Russey and Eugene Grisom Jr. are new additions to the WNBR staff.

THE SONGBIRD OF THE SOUTH

★ ★ ★ ★

KATE
SMITH

A & P BANDWAGON

THURSDAYS

CBS NETWORK 8-9 P.M., E.S.T.

EXCL. MANAGEMENT TED COLLINS



TALENT for "Your Parlor Playhouse," which begins a WGN-Mutual series on Sunday at 9:30-10 p.m. CDST, includes Rowena Williams, singer; Lovely Lady Quartet; Morton and Musmanno, piano team; Elmore Galey, comedian; Norman Ross, announcer; Forest Lewis, Jean Juvelier, Jeanne De Lee and Bill Bouchey, dramatic actors, and an orchestra under Robert Trendler. Other stations carrying the show will include WGAR and WSAI.

Barbara Parks, who left Joe Sanders' ork, has joined the new Chez Paree show. Another Paree addition is Jimmy Durante.

"Man on the Spot" is the name of Announcer Charlie Lyons' interview program for Commonwealth Edison over WMAQ. Kaye Brinker also does a WBBM show for same sponsor.

Ship Remotes in Alaska Are Inaugurated by KINY

Inaugurating the first regular remote control broadcast service from Alaska passenger liners, KINY, Juneau, has installed lines to the dock and all tourist ships have been equipped with microphone outlets to permit broadcasting from the ships.

"During the summer months," says Edwin A. Kraft, owner of KINY, "practically every ship arriving at Juneau has some world famous personage aboard. Movie stars, senators, leaders in the world of finance and business, men and women whose names regularly make headlines, trek to the north for relaxation and to view the magnificent scenery, or to fish and hunt. As the ship approaches Juneau, the captain radios our station, telling us who should be interviewed. As soon as the ship docks, our engineers plug in the microphones in the salon and the lady or gentleman of importance broadcasts his or her greetings to the people of Alaska before going ashore."

Cooking School on WSGN

WSGN, Birmingham is now sponsoring a Cooking School of the Air, conducted by Sue Scattergood, food editor of the Birmingham News and Age-Herald. The program is being sold as a package job with varying sponsors from week to week among the food and appliance manufacturers and dealers.

Results

Raleigh, N. C.—After six weeks on the air at WPTF, a 276 per cent increase in sales is reported by N. C. Fisheries Inc. Three weekly programs are presented, with Clayborne Mangum, tenor, and Lucy Biebl, organist.

● ● ● Maurice Chevalier is slated to return to these shores and the nets in September with a show called "French Casino of the Air" to emanate from the stage of the Casino here....Estelle Taylor will be Oscar Shaw's leading lady in his "One Man Musicale" series....John Mayo, former FDR announcer, has resigned from Conquest Alliance, effective immediately, and will have charge of recording sales of Grombach, Inc., as well as their advertising recording service....James (Jeeter Lester) Barton auditions at NBC this week for another summer commercial....Abe Lyman's trip to the hospital last week is a frequent precaution and does not mean that he's to be operated on....Dan Parker, sports columnist of the Daily Mirror, was voice-tested last week for job of commentator on Metrotone News. This is in addition to the air work scheduled for him this summer....NBC is sending voice records of George Griffin to the coast—hoping to set the singer in pictures....Roger Wolfe Kahn is very desirous of returning to the music biz and is organizing a new band for that purpose.

● ● ● This is the story told by Harry Link, manager of Irving Berlin Music....Some years back a wealthy business man was sent to see him by a mutual friend...."Mr. Link, my wife has been taunting me with the fact that she's written a song and has had it published. Life at home is unbearable. In desperation, I told her that I, too, would compose a song—and have it published by the biggest name in the business—that is, by BERLIN. I have to make this threat good. Here," handing Harry a score sheet, "is a song I composed....True, it isn't worthy of publication—but I will personally assume the full cost of your outlay"....Not seeing anything wrong with this plan, Harry made the deal and the biz man was happy....A year later, the two met again....This time Harry learned that his "song writer" was also a sculptor on the side....Harry was aggressive now and asked a favor in return....The statue now on display in the Berlin office, which insiders are told is the bust of "Irving Berlin's little colored boy" was made by the wealthy biz man.

● ● ● Art Landry with a 25-piece band and Ann Butler auditioned for Young & Rubicam the other day....Bunny Berigan's sustaining "swing" session will be aired directly from the Penn....Jack Pearl is looking for a suitable comedy-dramatic play to do on Broadway this coming season....Jack and Loretta Clemens, cousins of Mark Twain, will be used by Warner Bros. to exploit "Prince and the Pauper"....Kenny Baker's first starring picture will be "Mr. Dodds Takes the Air"....Benny Goodman will appear with Dick Powell in "Hollywood Hotel" written by former air columnist Jerry Wald....Add nice gestures Barry Wood calling this column (after doubting what had been printed here last week, re: the Drene spot) and saying thanks, "you were right, I got the job!"....Glenn Miller, former arranger for Ray Noble, Benny Goodman and the old Dorsey Brothers, has formed his own band and is now the "white hope" at the Rockwell-O'Keefe office.

● ● ● Al Donahue, the ork leader, has just set a new high in keeping luncheon appointments....Al, now in Bermuda, scheduled to entertain at the Coronation Ball there, traveled to New York last week to keep a noon session date with the manager of the Rainbow Room, preparatory to his opening there, and after lunch he sailed back for Bermuda....Mary Livingstone has been screen-tested by Paramount and clicked!....She will be featured now.

STARTING tomorrow, Mar-O-Oil goes on the coast and mountain NBC red nets with Hedda Hopper chatter program, tied in with a contest idea inviting gals who want to break into the movies to send photos, get friends to save carton labels which count as votes. Program, called "Mar-O-Oil Movie Magazine of the Air," will spend first 13 weeks asking for talent fotos; remaining 13 to drum up carton label votes. Ten will be picked, brought to Hollywood, partied, entertained and paraded before studio talent scouts.

Jack Votion of NBC artist bureau back from New York. Dema Harshbarger, bureau's head, staying on in the East for a while.

Sound Products Co. has put in remotes from Miramar to KNX and Hawaiian Paradise to KFWB.

Claude Sweeten, vacationing, spending a few days in Los Angeles, on his way to San Francisco, where he will return to his Feminine Fancies program. Approached to appear on several summer shows through his agent, Dolan & Doane.

Walter White joined announcing staff of KFWB. Used to be in San Francisco.

Theater Mart's The Drunkard, now in its fourth year, will go on the air, via KMTR, starting Thursday. Remotes are being put in, plans made to do 15 minutes from the stage each night, hitting high spots. As the broadcasts will be from the regular show, the time will vary each night, according to the scene to be aired.

Slim Martin's ork starts broadcasting from the Zenda Ballroom this week over KMTR.

Bud Tonge, free lance announcer, and Fred Stone, who was brought out from Paducah, Ky., joined the announcing staff of KGfJ.

Buck Jones celebrated the completion of the first series of his Grape Nut Flakes disks by tossing a party on his yacht. Guests were members of the staff, cast, sound engineers, prop men and crew and of Young & Rubicam agency, Raymond R. Morgan Co., producers, and Recordings, Inc., who waxed 'em.

Standard Radio reports new library stations signed: WFIL, Philadelphia; KAND, Corsicana, Tex., and KEVC, new San Luis Obispo station.

May Co. signed on for its first radio program in three years, with Ole Paul's Patter on KEHE, 15 minutes daily. Paul Wellbaum, who gave up radio a few years ago for night club entertaining, used to work on the old Cliquot Club broadcast from Chicago, and his Owl's Club from Dallas.

Mertens & Price reports sale of Sunday Players, 52 weeks, to KWBG, Hutchinson, Kansas, for Fairlawn Memorial Park.

WITH THE ★ WOMEN ★

By ADELE ALLERHAND

MURIEL DRAPER, last of the salonistes and mother of dancer Paul, had a second NBC audition this week... aroused executive enthusiasm... she'll be superlatived as "Radio's Most Brilliant Conversationalist"... a brochure, now pending, titled "Meet Our Moderns," will tell about NBC's latter-day de Stael... Early next week Anice Ives powwows with Larry Nixon on her "Every-woman's Hour" over WMCA, reason being, Larry's "Vagabond Vacation" saga, appearing in June issue of "Cosmopolitan"... Margaret Widdemer crowded off the air for two weeks by the pervasive Coronation doings... Josephine Antoine makes a flying trip to Hollywood to be a Rubinoff guest on the Sunday broadcast... then flies Eastward again... Miriam Claire the vocalizing "Great Waltz"er will serve in that capacity the following Sunday... Peggy Santry and bridegroom J. P. McEvoy soon to desert Nippon for their native ether in what will probably be a repeat of the "Tea at the Ritz" series of last year.

▼ ▼
Biow's Reggie Schuebel is back at her desk after her fortnight's spectacular bout with grippe... Alice Dannenberg has been added to CBS mag department... An 8½ lb. gal named Sheila is a recent addition to CBS program department's Jimmy Burke's menage... Phoebe Mink taking time out for a vac... NBC's Margaret Cuthbert returned from her Tulsan enterprise much enthused over it... Jane Pickens is back at the Juilliard School wrestling with harmony'n things... she'll take an examination for her third fellowship there in two weeks... Hildegard, songbird-of-passage, will take her vocalizing and her blonde angel coiffure to the Paris Exposition, as well as the Coronation... then a 'cycle safari through southern France.

▼ ▼
The lass featured at the New Yorker with Gus Arnheim is June Robbins... Two gals who should go places in the arena... Eleanor Bower at the Blossom Heath Inn with the Dave Schooler harmonists, and Dixie Dean of the WNEW "Jymakers"... Walter Pitkin's "Careers After Forty" presents case history of Lucile LeClercq of Seattle, whose ether career is sensational... Once had 19 programs a week over major Seattle stations....

ORCHESTRAS - MUSIC

ABE LYMAN has effected a merger of his own two offices, retaining the more swank Park Avenue address in preference to the Brill Building.

The Oxford Ensemble, composed of Milton Wittgenstein, flutist and director, Harry Neidell, first violin, Ralph Hersh, second violin, George Goldstein, viola, Xoury Bilsten, 'cello, Emanuel Tivin, oboe, David Weber, clarinet and Norman Secom, pianist, made its radio debut on WQXR Sunday, 7-8 p.m., in a program of chamber music.

Carl Ravel was elected the handsomest ork leader in a west coast trade paper contest. He's busy turning down flicker offers.

Gus Arnheim begins his New Yorker airings with a CBS wire Sundays 11:05-11:30 p.m. and Tuesdays 11:11:30 p.m.

Maestro Charles Dornberger opens at the Roosevelt in New York Friday at midnight.

The Dancing Teachers Association, in tune with the Coronation agitation,

have chosen "Coronation Waltz" as their official waltz song.

Vic Schilling's orchestra, a Denver musical unit, is being used on a half-hour Sunday commercial over KLZ, with Fahey-Brockman, clothiers, sponsoring. Bob Bradley, romantic tenor, is featured.

Lew Davies and his band, are ethered weekly over WFMD, broadcasting directly from the Starlight Terrace of "The Club" in Hagerstown, 30 miles out of Frederick, Md. Lew and the boys have had their contract renewed.

Lee Pattison, general manager of the Met Opera for the spring season, was the Music Box program guest on WHN, Saturday. Program is directed by Bernhard Steinberg.

George Tudor and Larry Tise, sax-players formerly associated with Vincent Lopez, Eddie Wade, and Jim Hanson, formerly trumpet soloists for Paul Whiteman and Rudy Vallee, and Gary Gillis, at one time Abe Lyman's drummer, have joined the Arnold Johnson musical outfit.

Ray Thompson Finishes Records

Ray Thompson, recently signed by Victor Recording Co., has just finished two series of records. First set, just released, features Miss Thompson and her rhythm choir singing "Lull in My Life" and "Carelessly." Second series will feature "Exactly Like You" and "It Had To Be You." Miss Thompson and her husband, Jack Jenney, plan a trip this summer. Her present contract with Chesterfield is up July 9. Sponsors have until June 25 to take up an additional option.

Ind. U. Event on NBC

Indianapolis—Indiana University's 117th anniversary will be celebrated in a half-hour broadcast on NBC-Blue net at 9:30 CST tomorrow. Alumnus Edwin C. Hill will be m.c. Hoagie Carmichael, Johnny Johnson's orchestra and Phil Duey are among other alumni who will participate. WIRE will air the local portion of the program.

Changes at WIS

Columbia, S. C.—Lynn Gearhart is the latest addition to the WIS announcing staff, coming from WJNO, West Palm Beach.

Frank Burger is now director of publicity, in addition to serving as announcer and writer.

Julia Lowry is the new receptionist-secretary, replacing Portia Cuttino.

Twin Launching via KVI

Seattle—Launching of the twin destroyers, U.S.S. Jarvis and U.S.S. Patterson, at Bremerton on May 6 will be aired over CBS network via KVI here.

Spotting Local Bands

New Orleans—Following a professed policy of putting on as many local interest programs as business and chain commitments will permit, WWL is inaugurating a series of orchestra sustainings from 9:30 to 10 p.m. Local bands will be used exclusively, with the orchestras understood to be working without charge for the exploitation.

Second new period to go on there this week is Walter Dunlap, with 15 minutes of sports.

Program Honors Students

St. Joseph, Mo.—Five Central High School students who won prizes in a national essay contest were honored in a special half-hour broadcast over KFEQ last week. Besides a round table discussion, program included the school's Glee Club.

KFEQ policy calls for numerous programs of local and regional interest. Four local high schools as well as St. Joseph's Junior College and other institutions broadcast regularly in turn on Saturday afternoons.

"Jury Trials" Vacationing

"Famous Jury Trials," sponsored by Mennen Co., will fade from Mutual web after next Monday's program. Show will return next September and is a seasonal account via WLW studios.

Horace Shelton at KMAC

San Antonio—Horace Shelton, formerly with KTSA here and KNOX, Knoxville, has joined the KMAC announcing staff.

WBT Extends Half-Hour

Charlotte, N. C.—WBT is now signing off a half-hour later, at 1 a.m. Disk dance music fills the final hour.

★ F. C. C. ★ ACTIVITIES

EXAMINER'S RECOMMENDATIONS
Lillian E. Kiefer, Brooklyn. CP for new station. 1500 kc., 100 watts, unlimited, be denied.

WWRL, Long Island Broadcasting Corp., Woodside, L. I. Mod. of license to increase hours of operation be granted.

Paul J. Gollhofer, Brooklyn. CP for new station. 1500 kc., 100 watts, unlimited, be denied.

WMBQ, Brooklyn. Renewal of license and CP. be denied.

CBS Publicity Dep't Is Being Revamped

CBS publicity department, in order to handle the increased summer business, is now in the throes of a departmental readjustment to coordinate activities more closely with the program department. Donald A. Higgins, CBS director of publicity, supervising installation of the new set-up, has appointed Ben Hyams to head the sustaining program division, and Edward Sammis to be director of the magazine syndicate. The exclusive feature service which Hyams formerly handled is now combined with the magazine section and Leslie Lieber has been added to the staff as a feature writer. Lieber formerly was on the New York Times' Paris staff.

The sustaining division, which is a re-creation of a similar department dropped some time ago, will deal solely with non-commercial programs. Helen Nolan, Lois Lorraine and Wallace West, now on vacation, complete the staff. While West is in Europe, Charles Pooler is handling the post.

As yet no announcement has been made as to who will be in charge of the commercial program section.

John Lagerman has taken over the institutional publicity division, formerly handled by William McGarry, resigned. Lagerman will handle all publicity concerning new studios and buildings, television, etc.

Other additions to the staff include Alice Dannenberg, a Vassar graduate, as secretary to Edward Sammis, and Barbara O'Connell as assistant to Ann Harding, head of the publicity service department. Miss O'Connell was formerly with New York University.

SAN ANTONIO

KABC now airing Army Sports. Jesse Lentz' ork is being heard on KMAC.

Percy Barbat off the air for WOAI. New KTSA programs includes "The Laff Parade" followed by "Famous Homes."

Associated Pictures took several spot announcements over KONO.

MRS. MARTIN JOHNSON

EXCLUSIVE MANAGEMENT
CLARK H. GETTS, INC.
WALDORF-ASTORIA

★ Program Reviews and Comments ★

"JUST BETWEEN US"

Rabin Cosmetics Co.

WOR—Mutual Network, Sunday
11:15-11:30 p.m. (EDST)

Hays, McFarland, Inc.

NARRATOR, ROMANTIC MUSIC AND EPISODES TO ATTRACT THE FEMME BEAUTY SEEKERS.

The "Ruth Rogers" brand of cosmetics, made with avocado oil and sold exclusively in the Woolworth 5 and 10 stores, is the product that gets the benefit of a late quarter-hour period. Pat Barnes heads the show and plays about all of the parts in the dramatic episodes, while Nat Brusiloff has the violin, with Bela Rozsa at the controls of the organ. Makes an excellent musical combination and achieves the desired effect. Barnes goes in for poetry and general persuasive advice, also the "Mood Miniature," a weekly story he re-enacts. This one was "No Substitute for Love." "Beauty is the thing that counts," etc., and insofar as the average woman is concerned, it is more to be desired than brains, came about by way of a poem. There is plenty of commercial throughout, but in a case like this, and the type of listener sought, it will probably prove no detraction from the program value to the sponsor. Lyric tenor, "Brick" Holden, contributes a ballad toward the close.

Another selling point was the trained beauty expert at the store to aid the prospective buyer.

"SURPRISE PARTY"

Willys-Overland Motor Co.

WOR—Mutual Network, Sunday,
10:10-30 p.m.

United States Advertising, Inc.

FAIR SHOW FEATURING A BAND POPULAR ON DANCE TOURS FOR ROAD TIEUP.

This program marks the return of Willys-Overland to the air after a long absence.

Offhand, the Kay Kyser "Surprise Party" would not seem to be a very hot proposition for the time it is spotted on an extensive Mutual hook-up. Entertainment is the same type of music Kyser has been dispensing on numerous sustaining spots for years and his varied assortment of singers are the kind usually heard with dance organizations. If one is inclined to listen to the band, however, the music and songs are not hard to take. Vocalists included Merwyn Bogue, also known as "Ish Kabibble"; Virginia Sims, contralto; Sully Mason, and Harry Babbitt. Usual arrangement gave each an opportunity to do a chorus in a special version. Band does not go overboard on brass, but rather lapses into the Lombardo style of soft rhythms for the most part. Swing is also on tap of course.

Willys commercials stressed the "surprise" angle on low price and

upkeep and sounded fairly convincing. Main idea for the band is its popularity on the road and Willys has tied in a tour of one nighters, with the Willys cars doing the transportation. Closing crack by Kyser was good—"Watch the gas stations go by."

"HOLLYWOOD WHISPERS"

with George Fischer

Sustaining

KHJ—Mutual Network, Saturdays,
10:15-10:30 p.m., EDST.

MOVIE CHATTER PROGRAM NOT MUCH DIFFERENT FROM RANK AND FILE OF ITS CLASS.

Originating on the west coast, where George Fischer has been doing such a feature for the past five years, this program made its mutual network debut Saturday with a batch of the usual Hollywood colony chatter, a film review, and a guest interview with Gene Raymond.

There was nothing about Fischer's line of gossip to give it a distinctive flavor or punch. Among his first remarks was a claim of having been first to predict the Hollywood film craft strike. Earlier the same evening a similar scoop was claimed by another movie commentator on the air. The other Winchells, Fiddlers, Sobols, Sullivans, Skolskys and half a dozen more commentators and columnists were still to be heard from. Wasting air time to claim scoops is one of the major faults of these chatterers.

Film reviewed was "Cafe Metropole."

The biographical interview of Raymond also followed the usual routine, working in queries about his last picture, his next, and a summary of his career.

"BRAVEST OF THE BRAVE"

Sustaining

WEAF-NBC-Red Network, Sunday,
11:15-11:45 a.m.

PRIZE-WINNING DRAMA SCRIPT WITH PRINCIPAL APPEAL TO YOUNGSTERS.

Winner of the \$1,000 first prize in NBC's tenth anniversary children's serial program contest last November, this script by Henry W. Lanier is well written and dramatically effective. The premiere performance was a bit marred by a rather hollow studio sound, but this can be corrected in future staging.

The series, taken from the author's previously published work, "The Book of Bravery," opened with a sketch on the discovery of Mt. Whitney, during which "Why Not" Carter risked his life in order to impart courage to his young partner when they were caught on narrow mountain ledges.

Judged by the initial offering, the series should have a generous amount of adult as well as juvenile appeal.

DAVID LOWE

Sustaining

WINS, Monday, Wednesday and Friday, 3:45-4 p.m.

ENTERTAINING COMMENTATOR ON AMUSEMENTS AND THE ARTS IN GENERAL.

David Lowe brings a likeable chatty style to the mike in an interesting collection of bits about the theater, literature and kindred fields. First talk made a good impression. He discussed the film casting of "Gone With the Wind", Broadway plays, the harshness of drama critics, and other items, all entertainingly and intelligently.

As part of the program, Lowe invites listeners to write him on any questions concerning the arts.

HELEN GRAY

Sustaining

WHN, Monday and Tuesday,
2:15-2:30 p.m.

PHILOSOPHICAL COMMENTATOR WITH PLEASING STYLE AND FAIR MATERIAL.

Although Helen Gray has a pleasing style for commenting, the contents of her initial program in this series held within the routine lines. She started out with some extended remarks on the Duke of Windsor, then a few sidelights on Mae West, a tribute to the marvels of radio and a few words against war.

With a little more weight and incisiveness, her philosophy could interest appreciable listeners.

Random Comments

Bide Dudley took a hand at emceeing the latest WOR-Mutual "Saturday Night Party," from which Benay Venuta is temporarily absent. Dudley is a genial and mellow commentator, so he did an ingratiating job, although Howard Doyle, who handled the program on the previous Saturday night, seemed a better fit for this type of show.

Commander C. E. Rosenthal, guesting on the Joe Cook Shell Show over the NBC-Red last Saturday, stood out sharply with his concisely informative talk on the speed and safety of dirigibles. Lauritz Melchior was another highlight, in an operatic number preceded by a biographical skit.

Switching of Henry Busse and his orchestra, with Donald Houston and Skip Moore as vocalists, to a 11:45 a.m. Sunday spot is a good break for the class of dialers who like a little lively music at that time. Only trouble with this Marrow program is that the commercials are shouted with undue intensity.

Bob Murray, vocalist heard with Don Albert's Orchestra over WHN, has all the sounds of a comer. Still a young fellow, but with a well developed voice and a good style of delivery, he's fine material. His sing-

ing of "Sweet Is the Word for You" and other bits on the "Sunday Afternoon Serenade" were highly enjoyable.

Ben Feld and Orchestra, with Rose Helen and Tom Baker as featured singers, delivered a nice half hour Sunday afternoon in their "St. Louis Varieties" aired over CBS from KMOX in that city. Feld's band is full-bodied and smooth in tone and rhythm, and his lilting treatment of a largo from the "New World Symphony" was a rhythmic gem.

For the more cultivated musical tastes, Maria Jeritza provided a treat on Rubinoff's program from Hollywood on Sunday over CBS. She offered a medley of Viennese numbers in which she excels. For the big popular appeal, however, Walter Cas-sel's "Old Man River" rang the bell.

Jean Paul King, who does at 7:45 a.m. news stint for Household Finance, does a wide-awake job of news dispensing, even at such an early hour. In selection of matter, as well as delivery, King rates among the better newscasters.

Walter Winchell's program last Sunday again contained more plugs for his picture than for his sponsor's product. However sickening it may have become, you've got to hand it to Winchell for getting away with it.

Eddie Cantor, in anticipation of Mother's Day, went in for a bit of tear-jerking sentiment at the tail-end of his Sunday program. It was good emotional stuff for the mob. Cantor's last Sunday night program as a whole, however, was rambling and ragged.

Stoopnagle and Budd had some howling fun with Captain Bob Bartlett on Sunday afternoon over the NBC-Blue. Then they nosedived again with their continued murder mystery.

Jack Benny, celebrating his fifth air anniversary, once more delivered the tops in comedy.

Karlton KaDell, in his opening remarks on Sunday's Twin Stars show with Victor Moore and Helen Broderick, provided a wide opening when he paraphrased: "Now is the time for all good comedians to come to the aid of their party." For this is more a case of: "Now is the time for the program to come to the aid of its comedians." Comedy end of the show broke through the cellar Sunday.

Gracie Fields, the British star who is in Hollywood under the auspices of 20th Century-Fox, displayed great radio form in a character song on last Friday night's "Hollywood Hotel."

NEW BUSINESS

Signed by Stations

San Francisco

KFI: Goodall Worsted Co. (Palm Beach clothes), through Lawrence C. Gumbinner agency, N. Y., six spots weekly, eight weeks; Lewis-Howe Co., St. Louis, through H. W. Kastor & Sons agency, of 1-minute disks, nine weekly for six weeks; same company, two weekly disks, "Vocal Varieties," six weeks.

KECA: Globe Department Stores, through W. Austin Campbell agency, five programs, Mondays through Fridays, 52 weeks, "Saving Sue and Her Husband Jack"; O. M. Tablet, through Lou Sterling & Associates, three programs weekly, 29 weeks, with "King Cowboy Revue," hill billy hour.

KFWB: Holdalls (sports, tourists supplies), Tia Juana, through Norman J. Tolle agency, 6 spots weekly; Firestone, 7 spots weekly, one year; Reid Murdoch, direct., "It's A Fact," commentary, with station announcer reading from script; 5 mins. nightly for 1 month; General Electric local dealers, spots to follow Gus Edwards show Monday nights; Maytag, West Coast dealers, spot preceding Edwards show, Monday nights.

WIS, Columbia, S. C.

Curtiss Candy Co., 18 spots weekly, through E. W. Hellwig Agency; Gulf Refining, Charlie Mitchell and His Mountaineers, 13 weeks, through Young & Rubicam; Claussen's Bakery, noon news period, through Nachman-Rhodes Agency, Augusta, Ga.; S. B. McMaster Inc., daily sports review; Belk's Dep't Store, comment and news, 13 weeks; R. E. Mehlman Inc., "True Detective Mysteries", Sundays, 13 weeks; General Mills, 80 baseball games, announced by Victor Herbert Lund, et al; Beeman's Laboratories, Atlanta, B-G-O Fiddlers Jubilee, with fiddler's contest, 30-min. Saturdays, through Groves-Keen Inc. agency; Dixie Laundry, thrice weekly through December; Bass Roofing & Paint Co., 5-min. news, thrice weekly through September.

KSL, Salt Lake City

Hudson Bay Fur Co., Mildred Baker in "Curtain Calls"; Orange Crush Penny Coupon Sale; Flint Distributing Co. (Kelvinator), spot renewals; Blair Motor Co. (Graham), spot renewals; Seattle Fur Exchange, 15-mins. Friday nights with Leonard Strong as commentator; Rexall, five Magic Hour disks; Mayflower Tavern, weekly Musical Feast; Logan Garment Co., "The House of Peter MacGregor," dramatic series, two-year contract, through W. E. Featherstone; Whipple's Dress Shop, 15-min. chats and music.

WHN, New York

Gordon & Dilworth (marmalade), renewal for 13 weeks, Mrs. John S. Reilly speaking on marriage problems, through Topping & Lloyd agency; Carter Medicine Co. (liver pills), renewal for 52 weeks, 3 spots daily, through Street & Finney Inc.;

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:
No. 26 of a Series

WBZ—Boston

990 K. C.—50,000 Watts

JOHN A. HOLMAN, Gen. Mgr.

GORDON B. EWING, Comm. Mgr.

JOHN F. McNAMARA, Program Dir.

WBZ, operating synchronously and simultaneously with WBZA, Springfield, Mass., is owned and operated by Westinghouse Electric & Manufacturing Co. and programmed by National Broadcasting Co. Studios of WBZ are located in the Hotel Bradford, with the transmitter at present situated in Millis, Mass., Station is on the air 18½ hours during every week day and 17 hours Sundays.

Established in 1921 through the efforts of the late Dr. Harry P. Davis, WBZ was originally located at Springfield, Mass. With WBZA, the station was the first in the country to engage in synchronized operation. Short wave station W1XK, Millis, is owned and operated by the stations and transmits all WBZ-WBZA programs on a frequency of 9,570 kc. WBZ is licensed to operate full time on a national cleared channel.

On Jan. 28, 1937, NBC announced that WBZ had applied to the Federal Communications Commission for an increase in power from 50,000 watts to 500,000 watts. If granted, WBZ will become the second station in America to operate on a super-power schedule. The application was a result of the desire of the owners of WBZ and NBC to render the best possible service throughout the New England territory. Included in the application to the FCC was a request to move its transmitters from Millis to Provincetown and the erection of a new directive antenna.

WBZ is a member of the basic blue network of NBC. National advertisers use the station consistently because of its wide and wealthy coverage. They include General Foods, General Motors, John H. Woodbury, Inc., Studebaker Corp., American Home Products, Lamont Corliss & Co., Cycle Trades of America, Inc., Horlick's Malted Milk Corp., Brown & Williamson Tobacco Corp., and Alka Seltzer. In addition to the network time buyers using the station, WBZ offers complete facilities for local advertisers and is equipped with lateral and vertical 78 and 33-1/3 r.p.m. double turntables for electrically transcribed series.

Lewis Howe Co., four spots daily for six weeks, through H. W. Kastor & Sons.

Procter & Gamble (Oxydol), Amateur Hour with Jay C. Flippen, Tuesdays, 13 weeks, through Blackett-Sample-Hummert.

WFMD, Frederick, Md.

J. I. Case Co. (farm implements), daily spots; Westinghouse Electric (refrig.), daily spots; Devoe Paints, daily spots; Aero Oil Co., New Oxford, Pa., 5-min. daily baseball scores; Miles Music Co., Winchester, Va., daily spots; Keystone Shoe Stores, five spots weekly; Remsberg Jewelry, "The Southerners," half-hour weekly.

WSPR, Springfield, Mass.

Holyoke Theater, Holyoke, amateur hour from stage Saturday nights, Chief Announcer Ed Tacy in charge; Arthur's Beauty Parlor, Springfield. "Opportunity Hour," Sundays, Program Director Wayne Henry Latham in charge.

WGRC, New Albany, Ind.

Kiley Brewing Co. (Patrick Henry Beer), "Old Kentucky Clocker," six 15-mins. weekly, four weeks, during race meet at Churchill Downs.

Iowa Network

Iowa Soap Co., Coe College Band, by remote from college two half-hours weekly over WMT and KRNT, through Weston-Barnette agency, Waterloo.

GUEST-ING

JOCKO MAXWELL, sports commentator of WLTH, will be the sports guest of honor of Allen "Skip" Walz, sports commentator of WQXR and rowing and wrestling coach at Manhattan College, tomorrow at 2:30 p.m. during the daily WQXR sports period. "Skip" Walz, in turn, probably will be Maxwell's sports guest of honor at WLTH in the near future.

KENNETH MacKENNA on George K. Arthur's "Penny Wise," May 5 (WQXR, 6:47 p.m.).

YOLANDA MERO-IRION, chairman Woman's National Radio Committee, on Ethel Peyser's "Music in Gotham," May 10 (WQXR, 9:45 a.m.).

W. C. FIELDS, RICHARD RODGERS, LORENZ HART and RAY MIDDLETON with ANN HARDING on initial Chase & Sanborn new program, May 9 (NBC-Red, 8 p.m.).

EDWARD G. ROBINSON, repeat on Kate Smith show, doing a radio version of "5 Star Final," May 13 (CBS, 8 p.m.).

WFMD Honeymoons Are Over

Frederick, Md.—Deane Long, assistant program director and announcer, and Winston Shipley, music director and staff pianist, are back on the job at WFMD after respective honeymoons.



★ ★ Little Talks on Big Subjects ★ ★

You LIKE or DISLIKE a publication for the SAME reasons you like or dislike a person . . .

RADIO DAILY is here to STAY . . . Pardon us

if we MODESTLY suggest that an IMPORTANT

advertiser just forwarded us a SUBSTANTIAL

contract "Selecting RADIO DAILY for its edi-

torial standards, constructive attitude and all

around reader interest." . . . Perhaps that's why

RADIO DAILY is growing, GROWING every day.

RADIO PLAYING SANTA TO MOTION PICTURES

(Continued from Page 1)

ing the week on the Hearst station, WINS. This was effected through a free ticket stunt wherein the Music Hall gave WINS 200 free passes to WINS listeners. Contest on WAAT (Jersey City) called for the best letter on the pix, while electrical transcription announcements were supplied to WVFV, in Brooklyn and WNEW this city. WEVD mentioned the film on its Alka-Seltzer program.

Larger stations, network key outlets, for instance were used for breaks in Edwin C. Hill's Lucky Strike program on CBS; Walter Winchell, mentioned it on his Sunday night show; Molly Steinberg, on WABC, gave it a plug during course of her Stage Relief talks; Martha Deane, on WOR and Mutual, came through with a decided break, also additional notices through reviewers such as Bide Dudley review over WOR; advance notices and reviews on WARD and WQXR and an extra half-hour on WNEW on Allan Courtney program. Also, network mentioned arranged on Coast to Coast programs in Hollywood.

Back of this particular radio foray is Monroe Grenthall of United Artists and Russell Birdsell of Selznick International pictures, who cooperated with Deward Jones and Hazel Flynn of the Music Hall. In a few spots, where an exhibitor may own a theater or more, ET disks are supplied and once in awhile payment made. Cooperation in the former instance is had when pix plays a King-Trendle house in Michigan.

Melody Court on WGH

Claude Taylor, announcer at the Norfolk studios of WGH, and Jack Braxton, program director of the station, Newport News, join in presenting "Melody Court", wherein the old showmanship theme is employed. Braxton defends the fast music, while Taylor holds forth in defense of the slow, romantic music. Program is aired Thursdays at 9 p.m.

NBC Signs Larry Burke

Larry Burke, Irish tenor who will be heard next Sunday on the RCA Magic Key Hour, has been signed by the NBC Artists Service.

ONE MINUTE INTERVIEW

BERNARD WILSON

"The short programs must be better than the top-run of regular-length programs on the schedule or they won't meet with audience approval. Each five-minute period must pack an entertainment wallop. It is not enough that the audience stay tuned in; each of these abbreviated features must be of such quality that listeners will make it a point not to miss them."

★ Coast-to-Coast ★

BILL CUNNINGHAM, noted sports writer of the Boston Post, is doing a good job on the Kellogg Sports Commentary over the WNAC Yankee Network every Friday at 7 p.m. Program is handled by N. W. Ayer & Son and often includes guest stars.

T. O. White, for two years advertising manager of Loveman, Joseph & Loeb, has joined WSGN, the News-Age-Herald station, as production and promotion manager. Mr. White formerly worked with department stores in Washington and Columbus.

"Hymns You Love," with Edith Arnold, and "Southland Echoes," with J. Richardson Jones, are being groomed for sponsorship at WPTF, Raleigh, N. C.

WFMD, Frederick, Md., will broadcast the famous annual Winchester Apple Blossom Festival on May 7-8.

High and Low, Iowa Network entertainers, head the stage show feature of the current Modern Business Show at Hotel Fort Des Moines.

KSO becomes Iowa outlet for the NBC National Farm and Home Hour this week. Coincidental with the new farm program, KSO is adding a third market report feature daily, the mid-morning edition. Although IBS heads have been building KRNT as the farm outlet in Des Moines, they have discovered that KSO, too, has a sizeable farm audience and therefore the steps to offer further farm service.

Paul Skinner, WTMJ tenor, will accompany Bill Carlsen when the Milwaukee band plays the Trianon ballroom in Chicago in June for two weeks.

Ione Quinby Griggs, conductor of a column in The Milwaukee Journal, is now being aired over WTMJ in "Tell Mrs. Griggs."

WICC, Bridgeport, has instituted a thrice-weekly Consumer Information Service in cooperation with the State Department of Agriculture.

Keyes Perrin, latest announcer acquisition of Steve Willis, manager of WPRO, Providence, is now a benedict.

WLTH, Brooklyn, had such a favorable reaction from its recent airing of the Hebrew Lesson from New York University that a similar broadcast has been set for 10:15 p.m. tomorrow night, spotted in the regular Jewish Hour.

H. R. Gross, news editor at station WHO, Des Moines, will deliver an address Thursday during Journalism

Week at University of Missouri, Columbia, Mo., on the subject of "Radio in the News Field."

Frank Kitch, sports broadcaster for WSPR, Springfield, Mass., has left to play baseball with the Three Rivers (Canada) ball team. Howard S. Keefe has taken over his work as Trans-Radio Press Correspondent for Springfield.

"The Clocker," who recently finished a long contract on WIOD, Miami, has been signed by WGRC, New Albany, Ind., for "The Old Kentucky Clocker" sponsored series.

Earl J. Glade, managing director of KSL, Salt Lake City, addressed last week's convention of petroleum dealers held in that city.

Joe Conn, engineer on Martha Deane's WOR program, went 1,400 miles west to be chief at KMA, Shenandoah, Iowa, only to find Martha Deane's cousin there sponsoring records featuring Martha Deane's announcer, Vincent Connolly. Now Joe is convinced it's a small world.

"Seven Stars Revue," new 45-minute musical show at KMOX, St. Louis, sponsored by Slack Furniture Co. Sunday through Friday, has a cast of entertainers including Ben Feld and orchestra, Al Cameron, m.c., Lorraine Grimm and Tom Baker, vocal soloists, "Skeets and Frankie," and the Ozark Mountaineers.

Bill Judge and His Celtic Minstrels have extended their Irish tunes on WELI, New Haven, from 15 to 30 minutes, Sundays.

Bob Pigue, veteran sports authority, is handling a new 15-minute Five Star Final sports program Tuesdays and Fridays over WMC, Memphis.

Harold Sparks, formerly in publicity department, has been made special events and sports commentator at KFXR, Oklahoma City, replacing Dutch Smith, who left for California. Norman Rodgers becomes morning shift announcer, working with Buck Thomason, Frank Godsoe and Sparks.

Senior Electrical Engineers from the University of Iowa were treated to a day off from classes recently when they were invited to spend the day looking over the studios and transmitter of WMT, Cedar Rapids-Waterloo. The trip was arranged by Professor Kurtz, dean of the "Double E" college and J. L. "Roy" Potter, instructor in electrical engineering and television, working in collaboration with Charles F. Quentin, technical supervisor of WMT.

VICK KNIGHT JOINING EDDIE CANTOR STAFF

(Continued from Page 1)

job by the William Morris office and contract is for three years. He will be in complete charge of the Texaco summer series.

Prior to joining Phillips Lord, Knight produced the A. & P. Band Wagon, working directly under Ted Collins, for 26 weeks.

KMOX Reorganization

St. Louis—Harry W. Flannery, American Packing Co. news commentator on KMOX for two and a half years, has been named news editor of the station.

Manager James D. Shouse also announces that Jerry Hoekstra, director of press relations for three years, has been shifted to the program department in charge of public affairs broadcasts and musical programs. Violet Evers took over the publicity duties yesterday.

Louis Nelson, former promotional director of Phillips Petroleum, becomes director of promotion and publicity at KMOX on May 15.

First WQXR Variety Show

"Music at Twilight," a new program to be heard Sundays 6-7 p.m. over WQXR, has been arranged by William Strauss of the announcing staff. It will be the station's first variety show and will consist of recordings combined with live talent features. The first program in the series will be all-American in deference to National Music Week celebration.

Frank Jarman to Wed

Durham, N. C.—Frank Jarman, manager of WDNC, takes the big leap May 15. Frances Moss is the lucky girl and ceremony will be held in the First Baptist Church here at 5 p.m. Al Harding, Lee Vickers and Woody Woodhouse of WDNC staff will be among the ushers.

Eckles Joins N. W. Ayer

George R. Eckles, formerly associated with the New York Telephone Co., has joined N. W. Ayer & Son advertising agency as an account executive.

CONSOLIDATED RADIO ARTISTS, INC.

30 Rockefeller Plaza, N. Y. CO. 5-3580
CLEVELAND • CHICAGO • DALLAS • HOLLYWOOD

America's Leading Radio
and Dance Orchestras

BAND OF THE WEEK
FERDE GROFE
CONDUCTING
NBC SYMPHONY ORCH.
SATURDAY, MAY 8TH
NBC Blue Network—8:30 to 9 P. M.
"NATIONAL MUSIC WEEK"



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 61

NEW YORK, N. Y., WEDNESDAY, MAY 5, 1937

FIVE CENTS

Nets' Gross at New High

WPA RADIO DIVISION ADDING 17 PROGRAMS

In addition to the eight programs it now has on the air, the Radio Division of the WPA Federal Theater under Evan Roberts, managing director, has plans for 17 new shows to go on practically all networks and local stations. New list includes:

James Truslow Adams' "Epic of America" adapted for radio series by Leo Fontaine, scheduled for a network about May 15.

"Maker of Dreams," written and directed by Arthur McCaffery, being auditioned for WOR.

"Around the Corner," housing pro-

(Continued on Page 8)

Buryl Lottridge Quits As Manager of KFAB

Buryl Lottridge, commercial manager of KFAB, Lincoln, has resigned. John Henry, general manager of the station, will take over the assignment for the present. Henry is also general manager of KOIL, Omaha, and KFOR, Lincoln.

Dwight Burroughs Heads WCAO News Department

Baltimore—Dwight Burroughs, long time newspaper man, once city editor of Munsey's Baltimore News, and before that a fellow laborer with Henry L. Mencken on the old Baltimore Herald, has organized the news department of WCAO, and is presiding over it as news editor. The news room of the station is equipped with teletype machines, tickers and practically all paraphernalia of a modern newspaper except a press. It has two radios with which the editorial staff is kept advised of outside programs.

Visiting Hours

Omaha—Coincident with the enlarging of offices for its clerical staff, which is now ensconced at individual desks on a large newly built balcony, WOW has announced a daily schedule of visiting hours.

Calling time has been set for 2 to 3 in the afternoon and 8 to 9 in the evening.

Champ Theme Singer

Stanley Davis, who sings "Red River Valley," the "Our Gal Sunday" theme song, is probably theme singing record holder because he sings theme songs on 20 different programs. He also authors ditty for Grand National Pictures. His latest musical effort is "Headin' for the Rio Grande," from the Tex Ritter flicker of that name. Having invented an electric guitar, his ambition now is to form an all-electric orchestra.

500 BEING AUDITIONED IN WLW TALENT HUNT

Talent search by WLW for its new wire with WHN is now going on full force at the WHN studios in New York. The wire, established for the purpose of granting WLW an exclusive outlet in New York, is now in its third week, and WLW is wasting no time in establishing a concrete net-

(Continued on Page 8)

New Kate Smith Show Is Starting Sept. 30

Starting date for the new Kate Smith-General Foods program on 70 CBS stations, Thursdays, 8-9 p.m., has been postponed to Sept. 30. The A. & P. program now starring Kate Smith signs off the air on June 24. The "songbird" will take a summer vacation before returning to the air for her new sponsor.

Co-operative Organization Planned by Radio Directors

Noxzema Summer Series Starting on 2 Stations

Noxzema Chemical Co., Baltimore (sun burn cream) on May 14 will start a summertime series of programs over a two station hookup, WABC and WCAU, Mondays and Fridays, 7:30-7:45 p.m. Program will feature Ray Bloch and his orchestra, Del Casino, vocalist, and a Hollywood news commentator. Talent was set by James Appel of CBS Artists Inc., Ruthrauff & Ryan Inc., New York.

Combined CBS and NBC April Revenue 24.7 Per Cent Ahead of Year Ago— Mutual Jumps 19.8 Per Cent

COST OF TELE SETS IS PLACED AT \$600

Television sets will retail at about \$600, with tubes costing \$40 to \$50 each, according to H. B. Brown, general merchandise director of Philco Radio & Television Corp., Philadelphia. He predicts distribution of sets by 1940.

Benton-Bowles Opening Offices in Hollywood

Benton & Bowles, Inc. advertising agency, will establish a Hollywood office simultaneously with the shift of the Maxwell House Showboat series this summer. A. Hobler and Herschel Williams have both been back and forth between the coast and New York in an effort to have everything in order by July, the time of the shift. At present, plans call for Williams to shift to coast with the show, and his continued direction of that program. Burns Lee, now in the New York office, is also scheduled for a ticket to the coast as publicity director from that end. One writer will probably be imported, with the balance of the staff to be selected on the west coast. Showboat will be the agency's first Hollywood program.

Combined CBS and NBC gross revenue for last month reached the all-time high figure of \$5,873,559, an increase of 24.7 per cent over April 1936.

April billings reported by each network were: CBS, \$2,596,238; NBC-Red, \$2,303,519; NBC-Blue, \$973,802. In percentage increase, as compared with April, 1936, the CBS network leads with 33.1 per cent. NBC-Red is a close second with an increase of 31.2 per cent. NBC-Blue revenues fell off .6 per cent as against a year ago. Last month the Blue booked \$973,802 and a year ago \$979,727.

Combined NBC gross revenue for the month of April, however, went up 19.5 per cent, with total receipts of \$3,277,321.

CBS billings for the first four months of the year were \$9,798,891, an increase of 23.5 per cent. NBC net-

(Continued on Page 3)

P. & G. Will Sponsor NBC's "Hickory" in Chi.

Chicago—Starting Monday, Procter & Gamble takes over NBC's "Young Hickory" serial for Drene locally over WMAQ, five times weekly at 11:45 a.m. NBC also will carry it as a sustaining at 4:15 p.m. Kastor & Sons is the agency.

Anti-Ascap Measure Loses Point in Texas

Austin, Tex.—Move in the state legislature to vote on an anti-Ascap bill failed to get consideration when seven senators came out against the measure.

50-Mile Television

London—A radius of 25 miles around Alexandra Palace, the British Broadcasting Company's television station in North London, is the usually accepted limit for practical reception. Yet S. R. Burbidge, director of a firm of electrical and radio dealers in Brighton—more than 50 miles away—regularly receives television programs at his premises, and with clarity.

(Continued on Page 3)



(Registered U.S. Patent Office)

Vol. 1, No. 61 Wed., May 5, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

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Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicote, President and Publisher; Donald M. Messer, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicote, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk and Verne Bailey, 6425 Hollywood Blvd. Phone Granite 6607.

Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

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FINANCIAL

(Tuesday, May 4)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	171	169 1/4	169 3/4	+ 2 3/4
Crosley Radio	21	20 1/2	20 1/2	+ 1
Gen. Electric	54 1/2	53 3/8	54 1/8	+ 3/8
North American	25 1/2	24 7/8	25 1/8	+ 1/2
RCA Common	9 3/4	9 3/8	9 1/2	+ 1/4
RCA First Pfd.	71	70 1/4	71	+ 1
RCA \$5 Pfd. B.	(97 1/2 Bid)		110 (Asked)	
Stewart Warner	19 5/8	19 1/4	19 1/4	+ 1/4
Zenith Radio	36 1/4	35 1/2	36 1/4	+ 1/2

OVER THE COUNTER

	Bid	Asked
CBS A	51	53
CBS B	50 1/2	52 1/2
Stromberg Carlson	14 1/8	15 1/8

Patricia Ryan Signed

Patricia Ryan, song stylist has been signed by the NBC Artists Service. She is currently heard Tuesdays, Thursdays and Saturdays 8:45 a.m., over the NBC-Blue network. The Rhythm Rascals are heard with her on this series.

Mischakoff in NBC Post

Micha Mischakoff, noted violinist, has accepted the post of concertmeister of the expanded NBC Symphony Orchestra, which will be conducted by Arturo Toscanini next winter.

KOB Names Blair as Rep

Denver—At a conference here between John Blair of Chicago and T. M. Pepperday of KOB, Albuquerque, N. M., deal was closed for Blair & Co. to represent the station nationally.

REEVES STUDIO RADIO TRANSCRIPTIONS

Noiseless Film and Wax Recording

ALL WORK GUARANTEED

1600 Broadway ME4. 3-1270 New York

Radio as a Social Force

(Excerpt from Report on Radio Education by Eunice Kneese, Senior High School, Greensboro, N. C.)

Considering radio education in its broader aspects, we readily see that it becomes a social force when it assumes a major role in psychological communication, when more than fifty million folks in the uttermost parts of the nation may listen in through more than twenty-five million sets to flood conditions affecting thousands of American lives or to a disaster such as that occurring at New London, Texas; it becomes a great political force when a great personality like that of Franklin D. Roosevelt can win his way into the hearts of the American people, although in 1935 eighty-five per cent of the American newspapers were against him.

To quote Major Edney Ridge of our local station WBIG: "When this gentleman sits at his desk before the microphone and says, 'My friends', the people listen, because his voice carries with it sincerity of purpose"; it becomes a great international force when listeners all over the world can hear the same speech and can share the emotions aroused by the troubles and abdication of a king and emperor; it becomes a great cultural force when the common man as well as the intellectual man, when those on farm and at fire-side as well as those in forum and university may hear correct speech, beautiful music, talks on art, literature, and other subjects which take the "drabness" out of life and make for a better use of leisure time.

Urges More Labor Mediators

Washington Bureau, RADIO DAILY

Washington—With James T. Carey, president of United Electrical & Radio Workers as one of leading labor representatives, Secretary of Labor Perkins at a second conference on labor relations yesterday suggested increased mediation facilities in different state labor departments and assignment of experienced conciliators of the U. S. Labor Department to cooperate with states when industrial differences arise.

Pulitzer Winners on Mutual

Four Pulitzer Prize winners will be interviewed on WOR and Mutual network tonight, by Gabriel Heatter, at 9 p.m. They are: Anne O'Hare McCormick, foreign correspondent; John J. O'Neil and William Laurence of the N. Y. Times, who received their award for coverage of the Harvard Tercentenary, and C. D. Batchelor, cartoonist of the Daily News.

Lohr, Hays and Noyes to Talk

Lenox R. Lohr, NBC president, Will H. Hays of the film industry and Frank Noyes of the AP will be heard in talks on radio, films and newspapers, respectively, before the national convention of the American Red Cross in Washington, May 13. Talks will be aired over the NBC-Blue, 3-3:45 p.m.

WBOW Building Model Home

Terre Haute — Ground will be broken today for the WBOW Model Home. W. W. Behrman, director of the station, has plans for an \$8,500 home to be built as a station promotion, with completion date set for latter part of July.

Governor Townsend of Indiana has appointed Behrman to the advisory council of the Northwest Celebration Committee of Indiana.

Consider Copyright Bills

Washington Bureau, RADIO DAILY

Washington—Senate Patents committee yesterday considered the pending Duffy, Guffy and Sheppard copyright bills. Hearings will be set, but not before the next two weeks, according to the committee clerk.

KOMO-KJR Additions

Seattle—Jean Wylie, formerly with KMO Tacoma, has joined the KOMO-KJR staff and Marilyn Boles has moved into the publicity-news department.

Harold GeBauer has been added to the KOMO-KJR announcing staff. He once did dramatic roles over local stations and served on the staffs of KMED, Medford, and KORE, Eugene.

Maitland Jordan, KOMO-KJR's youngest announcer, has been assigned to announce all four daily commercials for the Bon Marche department store.

WCAC Adds Sports Review

Baltimore — WCAO has added a daily sports review to its news service. Fred Turbyville, a widely known sports writer, is handling the feature, which goes on the air in the late afternoon, covering latest baseball scores, race results, and timely comment on outstanding developments in other branches of sports.

WBOW Adds to Staff

Terre Haute—Coincident with the appointment of Ralph Guthrie as chief engineer, WBOW has added Stokes Gresham, Bernard Rosenberg and Wilfred MacDill to the technical staff. W. W. Behrman, director of WBOW, also has named George Jackson chief announcer, Minter Frame is the new merchandise manager.

Barrett Joins Ida Bailey Allen

Maurice Barrett has resigned from the production staff of station WHN to become associated with Ida Bailey Allen. Barrett formerly wrote and produced 41 programs a week for the station. He will write and produce the N. Y. U. Forum for WHN on a free lance basis.

COMING and GOING

MERWIN W. JENNINGS, treasurer of Transcriptions, Inc., sailed with his bride, the former MARJORIE SODERLUND for the Coronation and a visit to Paris.

PETE WASSER from the New York office of Furgason & Aston Inc., is in Pittsburgh this week on business.

FRED WEBBEE, general manager of the Mutual Broadcasting System, is in Cleveland, then going to Chicago for a few days.

LOUIS ARMSTRONG, EDDIE GREEN and GEE GEE JAMES leave for Chicago and will air their Friday night show from there for the next two weeks.

WILL GREEN has left for a short business trip to Florida and will be back early next week.

PAULINE SWANSON of the Robert Taplinger office planned back to Hollywood yesterday.

LARRY MILLIGAN of the Chicago office of Blackett-Sample-Hummert arrived in town yesterday and returns today. Trip was made on special business for Borden.

JOHN HEINEY, radio editor of the Washington Post and originator of the "Prof. Quiz" program, is in the city.

BILL McADAMS of Tom Fisdale's Chicago office, is in town on business.

BARREN HOWARD, commercial manager of WRVA, is contacting agencies around town.

CLARFNE WHEELER, general manager of WHEC, will be in New York today.

ERNEST LA PRADE of the NBC music department has gone to Cincinnati for the May Music Festival.

Will Handle Advertising For 6 Canadian Stations

Taylor, Pearson & Carson, station representatives, have appointed Rintout, Stieppock Inc. to handle all advertising for the following Canadian stations: CKY, CKX, CKCK, CJOC, CFAC and CJAC. Latter is already handling all promotion for stations named.

Folk Festival Air Plans

Chicago—National Folk Festival to be held for the first time north of Mason Dixon line in connection with Chicago's Charter Jubilee, May 22-28, is negotiating for a network series. Gertrude Knott, founder and director, and others now on the air locally over WAAF, WCFB and WLS almost daily with ballyhoo. Festival features non-pro entertainers from 20 states including Indians, hillbillies, miners, negroes and many national groups.

"BARON MUNCHAUSEN"

JACK PEARL

RALEIGH and
KOOL CIGARETTES

WJZ-10 P. M. E.S.T.—Friday
NBC Network

Dir.: A. & S. LYONS, Inc.

LEO SAYS:

Broadway Melody Hour
8:00 to 8:30 P.M.
with Col. Jay C. Flippen and
Tito Guizar as guest star.

WHN DIAL 1010
affiliated with
M-G-M-LOEW'S

RADIO DIRECTORS PLAN A CO-OP ORGANIZATION

(Continued from Page 1)
rules and regulations decided upon. Name is to be the American Association of Radio Directors. There will be no dues if it can possibly be avoided.

Although time on the air for shows are naturally not conflicting for actors in question, rehearsals are often set at the same time for numerous shows on which they appear. Actors at times are rushed from one studio to another and often give only part of the time they should. To avoid this contingency, BBD&O agency, for instance has a higher scale of salary in order to establish first call with no "ifs" for the "March of Time" actors.

Another important item, in the opinion of the directors, is the exchange of various effects, sound or otherwise, which may have been discovered accidentally or after long research. Idea may be used only once by the discoverer, and at the same time another director may be desperately seeking for the same trick another has worked out and found to be successful. Exchange of such ideas, it is hoped, will prove a cooperative move to save time and improve dramatic shows.

Leading directors are in back of the movement, two of the organizers being Charles Martin of the Biow agency and Irving Reis, CBS engineer, director and writer. For the most part the organization is being planned as a New York key station proposition, such as WABC, WJZ, WEAF and WOR.

WRC as Plane Finder Outlet

NBC station WRC in Washington has been designated by American Air Lines as the outlet to tune in on for planes traveling north and south, in using the new RCA radio directional finders. New gadget is used in addition to the regular beam and pilots have been instructed to use various other stations along the route, also.

The RCA finders are being used on the big 14 and 21 passenger transports.

Joins Standard Syndicated

Boston—Joseph Cohn, for eight years on the Boston American advertising staff, has joined Standard Syndicated Service as New England sales manager for "Movie Money," which is being syndicated to newspapers and radio stations. WSAR, Fall River, recently signed contracts. George L. Fecke heads Standard Syndicated.

SEATTLE

Ernest Campbell technician, formerly of Silverton, Ore., broadcasting circles, is a new member of the staff of KXA here.

"Dr. Kate," popular serial of Hal Burdick, former Seattle writer, starring Mrs. Cornelia Burdick, his wife, has been restored to KJR, over the NBC hookup.

Bill Neville, formerly of KROC, Rochester, Minn., is a new announcer at KXA.

Actors' Equity Status on Radio

Under consideration for several years, with a comprehensive survey made of the situation some time ago, Actors' Equity Association definitely states it is going ahead with the organization of actors and actresses working on the air. Exactly when and how will not be divulged. Equity position is:

That recent events point to the inevitable organization of the radio actor. That Equity now has in its membership more than a majority of the actors on network programs.

That the American Federation of Labor gave jurisdiction over radio actors to Equity.

That such an organization will be successful.

That the networks and ad agencies employing actors are sensible and reasonable business men; they know the Equity record and conduct in the theater; that it is preferable to deal with Equity than an outside group that may spring up, since Equity is an established organization which will look after the interests of both the employer and employee.

The foregoing in substance is the AEA stand. Generally, reforms in regard to rehearsals, repeat shows and a standard minimum wage scale and contract intended to give the actors more money is the crux of the matter. Frank Gillmore did not go to the coast, cancelling his reservation at the last moment.

Invitations to Broadcast

Uncle Ben and his Friendship Circle have brought a novel stunt to WTMJ, Milwaukee. Uncle Ben calls listeners at random on telephone in studio, inviting them to visit his show. Persons phoned are called for and delivered by cab. Friendship Circle is a daily feature between 3:30 and 4:30 p.m. with music, poetry, philosophy and hominess stressed for real entertainment. With wedding anniversaries remembered, blessed events announced, and birthdays mentioned, program is a choice spot for participating announcements.

CBS-Guild Parleys Continue

Negotiations between CBS and "American Guild of Announcers and Producers" are still going on, said Roy Langham, president of the AGAP, last night. It is expected that meetings will be completed before the end of the week.

Engineers to See Television

Members of the Institute of Radio Engineers convening in New York will view three NBC television demonstrations on Tuesday of next week. The demonstrations will be given in the RCA building.

New WDNC Barn Dance Setup

WDNC (Raleigh, N. C.) commercial department has had such a demand for spots on the Friday night Barn Dance that a new setup has been arranged for this hour. Red Barbee will continue to be sponsored at 8 p.m. by Myers Glenn Auto Accessory, with a new quarter hour known as "Smoke Mountain Revue" being spotted at 8:15, a new group via Standard Broadcast Service at 8:30, and Al Clauser's Oklahoma Outlaws in the final 30 minutes.

Washington Guests for Prof. Quiz

About 300 members of the "little Congress," secretaries and assistants to senators and representatives in Washington, will be guests on the "Prof. Quiz" program on Saturday, 8-8:30 at the Barbizon-Plaza, heard over CBS. A man and a woman from the group will be interviewed during the broadcast.

Audition Football Mikers

The J. Stirling Getchel Agency is auditioning announcers for football.

WESTCHESTER

"New York's Hearthside"

Is Yours with

W-F-A-S

Hotel Roger Smith White Plains

NETWORKS' APRIL GROSS ESTABLISHES NEW HIGH

(Continued from Page 1)

work receipts were \$13,729,385, an increase of 19.5 per cent over the corresponding period in 1936.

Mutual Broadcasting System had gross billings of \$167,590.01 for April, compared with \$139,934.34 for the same month in 1936. Increase is 19.8 per cent. Cumulative billing for Mutual for the first four months of 1937 is \$769,901.17, an increase of 16.6 per cent over the same period in 1936, when the gross was \$660,040.98.

NBC Engineering Recruits

NBC engineering department has acquired three new recruits with Frank Connolly, formerly in the artists' service, transferred to the engineering field group, Edward Bertero, formerly the O. B. Hanson office receptionist, now in studio engineering, and James Coleman, formerly an electrician in the service department, now in maintenance. Howard Cooley of the stenographic department will replace Edward Bertero as receptionist for Hanson.

Wrigley Renews "Melodies"

Chicago—Wrigley's "Poetic Melodies" has been renewed for 22 weeks over CBS, thereby bringing its run to a year. A group of five coast stations is airing "Scattergood."



Jello Again!

Today . . . I am five years old . . . on the air

CONGRATULATIONS, JACK

THANKS, MARY

AGENCIES

D. J. POWERS, formerly associated with the M. Glen Miller Advertising Agency, Chicago, has been appointed advertising and publicity director of Dry-Zero Corp., that city, it is announced by H. B. Lindsey, president of Dry-Zero.

DOROTHY DIGNAN, of the Philadelphia officers of N. Y. Ayer & Sons, sailed for Paris yesterday. She will attend the opening of the Paris International Exposition, May 24. The agency is handling exploitation for the exposition in this country, spotting radio tie-ups wherever possible. While in Paris Miss Dignan will confer with advertising women attending the exposition.

REISS ADVERTISING AGENCY has been appointed by the Roy Toy Co. to handle its complete schedule for this year. Spot radio is now being set, and complete schedule will be announced at a later date.

"QUOTES"

ED SMALLE: "Radio executives lament the fact that with the death of vaudeville, there is no training school for radio talent. This may be true with all types of air performers—but not for singers. The choral groups on the air today are preparing their members for bigger things in radio. Several of the members of my Seven G's are currently doing solo work, and two of my girls, Mary Kendel, who acts as the 'human musical instrument' with Oscar Bradley's orchestra, and Ivy Dale, currently singing with the Hippodrome Opera troupe, are well on their way to stardom. This same procedure holds true with most radio choruses, and I know that several of the members of 'Lyn Murray's New Yorkers' are currently acting as soloists on other programs. The air choruses today are definitely radio's training school for singers."

DAVE SCHOOLER: "There can never be an accurate comparison between 'remotes' and studio broadcasts. In the studio, the leader can have as much as three or four hours of rehearsal for a fifteen minute spot. In the clubs with a remote, the band-leader goes right on the air with the same dance arrangements and no extra rehearsal. Then again the physical difficulties are not so easily overcome. In the studio, the band is given a balance and set up so that the broadcast is the best possible. On the 'remote' the usual procedure is to work with one mike and full justice to the band is never done."

CLAUDE SWEETEN



● ● ● **Al Jolson's** show for Rinso fades July 6, without a summer replacement....He returns for the same sponsor Sept. 7....When Joe Penner bows out for a vacation this summer, Gene Austin will be starred with Jimmy Grier's band holding down the berth....Harry Moss, ork booker for Consolidated, has resigned and will be associated with Lennie Hayton's orchestras....Phil Ross, production manager of WIBX, Utica, auditioned at CBS the other day for a job as announcer-director....CBS will play host to more than 1000 radio engineers during the 3-day convention of the Institute of Radio Engineers, May 10-12....Delegates will attend Al Pearce's airing May 11....Menerva Pious is another of the good actresses going to the coast for AIR work....Ted Collins will produce two shows next Fall beside the Kate Smith "Band Wagon" for Young & Rubicam.

● ● ● At the Catholic Actors Guild testimonial dinner in honor of Gene Buck, a wire was read from President Roosevelt, in which FDR expressed deep regret that he was unable to join the assemblage in paying tribute to a grand person....However, he assured the audience that he was there in spirit....This prompted Harry Hershfield to rise and remark:...."Don't be fooled by this wire, Gene....Five minutes from now, the Supreme Court may reverse itself and rule the whole thing UNCONSTITUTIONAL!"....Which, since politics has found its way into this pillar, recalls that the other day James Farley stepped before a mike in Gary, Ind., to speak on the outlook for the Democratic party....The call letters of the station, neatly framed under his chin, read "WIND."

● ● ● Sponsors have made up their minds on the summer substitution for Jack Benny....Jane Froman, Don Ross and a band will fill the job—coming from the coast....Eddie Byron is producing a show with a cast of 45 and a symphony band conducted by Harry Salter....Benny Meroff will do vaudeville dates during the next few months....Hollywood Songs has acquired American rights to Jose Norman's "Cuban Pete," the rage in London, published by Norris there....Fred Norman is looking for a comedy writer....Jack Roseleigh, star of "Pepper Young's Family," was well received by the Broadway critics in "Without Warning," his first stage appearance in two years.

● ● ● **Ruth "Ducie" Weir**, Syracuse radio singer, has announced her engagement to Kingsley Horton of New York, a CBS employe....Myer Roman has been signed to conduct the musikers at Radioland in Cleveland's Great Lakes Exposition and will be built-up via sustaining from there....Garfield Swift, bary formerly heard via WOR, is recovering from pneumonia at Medical Arts...."Having Your Musical Jollies or Mr. Ghost Takes a Holiday" is a musician's "pipe dream song" by Tommy Dorsey and his arranger, Paul Wetstein, and will be introduced shortly....Commenting on a recent item here, J. Harold Murray says:...."I never expect to quit show business as long as I'm able to walk on a stage and sing. However, my duties as a beer prexy prevent my taking lengthy engagements and I have been confining my activities to radio principally"....making it radio's gain....Tommy Rockwell's decision to remain east a few more days is to further the plan we revealed here last week....Frank Jenkins, former radio editor of the Boston Herald, is now director of the News Bureau for Doubleday-Doran, book publishers....Chic Martin and his Purina Singers, a daily transcribed show presented via WFMD, receives requests from listeners for special numbers.

Coming Events

Today: Eighth annual institute for education by radio, Ohio State University, Columbus, O.

May 2-9: National Music Week; David Sarnoff, chairman.

May 7: NBC Athletic Association Spring Dance, Hotel Roosevelt, New York.

May 10-12: Institute of Radio Engineers Silver Anniversary Convention, New York.

May 12-15: World conference on radio communication and television, Cairo, Egypt.

May 12-19: Philco eastern distributors convention, Greenbrier Hotel, White Sulphur Springs, W. Va.

May 14-30: Syndicate Professionel des Industries Radioelectriques 14th Annual Salon, Palais Neo-Parnasse, Paris.

May 15-18: Second Annual Congress of Colonial Broadcasting of National Federation of Radio Mfrs. of England, Paris.

May 15-31: Radio and Television Fair, International Exposition Grounds, Paris.

May 19: Luncheon meeting of radio sales promotion men, Victoria Hotel.

May 23-25: National Radio Service Ass'n convention, Dallas.

May 23-26: Philco western distributors convention, Del Monte Hotel, Del Monte, Cal.

May 24-28: Society of Motion Picture Engineers, spring convention, Roosevelt Hotel, Hollywood, Cal.

May 28: Meeting of Seattle Section of Institute of Radio Engineers. James Wallace, KVI, chairman.

June 1-10: Radio-television exposition, Moscow.

June 10-17: British Television exposition, organized by Radio-Electrical Industry of Great Britain, South Kensington Museum, London.

June 14: American Federation of Musicians' annual convention, Louisville, Ky.

June 20-23: National Association of Broadcasters' annual convention, Hotel Sherman, Chicago.

June 20-23: Advertising Federation of America's 33rd annual convention, Hotel Pennsylvania, New York.

June 21-24: American Institute of Electrical Engineers' convention, Milwaukee.

June 21-24: Summer Convention of the Canadian Electrical Convention, Banff, Alberta.

Aug. 2: Semi-annual meeting of the American Radio Telegraphers Association, New York.

Nov. 26: Inter-American Radio Conference, Havana.

LOUIS ARMSTRONG
AND HIS ORCHESTRA

Fleischmann's Yeast, Fridays,
NBC Blue, 9 P. M.

JOE GLASER, PERSONAL MANAGER
ROCKWELL-O'KEEFE, INC.

WITH THE ★ WOMEN ★

By ADELE ALLERHAND

ALICE RHINEHART tore up that flicker contract, signature 'n all, on account of she's chary of options.... Lily Pons cancelled the Monday night Detroit warbling engagement because of what she fears is kidney trouble.... Benton & Bowles giving thought to the possibility of switching Palmolive to the coast, along with the "Showboat" program, if Bill Bacher gives the nod to their request that he handle it, even if it necessitates changes in cast.... Helen King, ex-Certified Contests Service dispenser, is now installed at her new 17 East 48th Street office where she'll function as Contest Consultant.... the gal's still going to town on scribbings submitted in the Rockefeller Plaza Business Men's Exposition of recent memory.... has about 3,000 more to unravel.... Frances Langford still unable to return to "Hollywood Hotel" with Shirley Ross a competent sub for her this week.... "Broadway Varieties" fourth anniversary rated a festal cake which was rapidly demolished by all the lads and lasses.

▼ ▼

Helen Nolan and Lois Lorraine are the pioneer femme members of the new CBS division in charge of sustaining shows and non-commercial network affairs.... Jane Pickens, who'll desert the "Follies" in favor of further radioproductions, will guest on WINS Walter King's "Song Contest".... Claudette Colbert to bring her Gallic glamor to the ether in "I Met Him in Paris" on Hollywood Hotel, May 21.... Although Carol Weyman is signed to go screenie she's holding her breath these days for fear of slip-ups on account of she doesn't go Hollywood-ward until winter.

▼ ▼

Nila Mack presents an interesting bit of juvenilia in the shape of 150-word short-short fairytale authored by 7-year-old Jean Barhydt, who'll air guest May 15 when the nursery opus is dramatized. Dorothy Thompson, scribe wife of scrivener Sinclair Lewis to make her bow as guest speaker on "Heinz Magazine of the Air" May 10.... Grand Duchess Marie of Russia, covering the Coronation for Universal Service, will talk from London May 8 anent Coronation matters.... Anne Marie Rowe, WICC-caster on sick list.... Ditto Eve Love, who's hospitalized but definitely on the mend.

RADIO PERSONALITIES

No. 34 in the Series of Who's Who in the Industry

SEDLEY BROWN, former radio liaison officer of the American Association of Advertising Agencies and now director, producer and actor on the NBC-Blue network "Husbands and Wives" program, was born March 27, 1887 in Youngstown, and started in show business at the age of 21 when he joined his mother, the famed Henrietta Crosman, for a theatrical tour. Was an assistant to Cecil B. DeMille for a year and produced plays for him. In rapid succession he became the first movie stunt man, a professional hockey player with the old New York Wanderers and a Lieutenant in the 72nd Coast Artillery during the War.

Returned to the U. S. broke but finally got a job with an advertising agency. Then became advertising director of a motor car company when his first association with radio occurred. In 1928 he engineered the first point-to-point remote control broadcast which cost his company \$144,000, the most expensive single program ever heard on the air—but it sold a lot of cars.

Turned to management of radio artists. Collected commissions from people like Raymond Knight and Ray Perkins. Conceived the "Husbands and Wives" idea and sold it to radio. Sedley's full name is George Crosman Sedley Brown. He is the only man to get Charlie Chaplin to speak over a microphone and to present the Rev. Charles E. Coughlin on a commercial airing. He was married on New Year's Eve, 1914, and has a daughter whom he named October because she was born in that month.



Engineered most costly single program.....

ORCHESTRAS-MUSIC

SHEP FIELDS' Rippling Rhythm is accessible to the public for the first time in the shape of a folder of Fields' piano arrangements, published by Mills Music. "Ain't Misbehavin'", "Dinah", "Stormy Weather", "I Can't Give You Anything But Love", "I Surrender, Dear", "Mary Lou", "Broadway Rose" are all included in the special arrangements.

Tommy Dorsey's collegiate debut occurs today when he plays his first collegiate prom for the Villanova College Junior class.

Chick Webb and Jimmy Gorham stage a musical bout at the Strand Ballroom in Philly, Monday, with a WDAS wire.

Johnny Fortis, one of the Three Naturals, introduces a new bit of musical reminiscence over NBC through KYW, titled "Living in the Past".

E. Robert Schmitz, pianist of note, will play Moussorgsky's descriptive studies of "Pictures at an Exhibition" in a Columbia Concert Hall program over CBS, Saturday, 6-6:30 p.m.

Erno Rapee will conduct the Los Angeles Symphony Orchestra in the Hollywood Bowl, July 22 and 23, and the Portland Symphony Orchestra, Portland, Ore., July 26, making a total of eight symphony orchestras he's guest-conducted in a year.

Leading music publisher with film affiliations will jump the wholesale price of sheet music tunes to 22 cents.

Same concern will also concentrate the out of town offices and plugs in one contact man. Orchestrations will go to 75 cents and it is believed this will result in other large houses following suit.

Ina George, songsmith, whose "London on a Foggy Afternoon", "Stand By for a Radio Flash" and "You're a Hit" are being published by Whitney Blake, celebrated a birthday the other day.

Leo Reisman and ork, whose musical activities at the Waldorf-Astoria have been confined to the Sert Room, for the winter season, open in the Starlight Roof of that hostelry tomorrow to supply musical refreshment during the dinner and supper hours. They'll be aired over WOR-Mutual every Tuesday and Friday night, 11:30-12 midnight.

Walt Woolford replaces Charlie Gaines at the Parrish Cafe, Philly. Band remotes over a WDAS wire.

Star Radio Signs 2 More

KFEQ, St. Joseph, Mo., and KFNF, Shenandoah, Ia., have been signed by Star Radio Programs, Inc. for its Morning Bulletin Board program.

CLYDE BARRIE
CBS

Thursday

6:15 P. M.

★ F. C. C. ★ ACTIVITIES

APPLICATIONS RECEIVED

Meno Schoenbach, Woodward, Okla. CP for new station. 1500 kc., 100 watts, unlimited.

Martin R. O'Brien, Aurora, Ill. CP for new station. 1500 kc., 250 watts, daytime.

KGAR, Tucson, Ariz. CP to change frequency, power, install new antenna and move transmitter. 1340 kc., 250 watts, unlimited.

WQAM Personals

Miami—Fred Borton, WQAM prez, is cruising among the Florida keys aboard his yacht on his annual fishing trip.

Walt Svihela has joined the production staff.

WQAM artist bureau has placed Mae Rose Kiddie Cabaret, Renuart Lumberjacks, Texas Dave McEnry and The Floridians to entertain at the Miami Herald's annual Better Homes Exposition.

Gypsy Tanna, featured vocalist with Jose Manzanera's South Americans, formerly under Ford sponsorship, has joined the staff of WQAM.

Norman MacKay, program director, celebrating his eighth year on the air as conductor of the children's program "Uncle Mac Reads the Funnies."

Ralph Nulsen, chief engineer, returns to the fold this week after a year's study at the Capitol Radio School.

Jack Skeavington has transferred from the announcing department to the sales organization.

Virginia Vallance to Wed

Virginia Vallance, formerly with the General Mills' Feature Time Hour (CBS), and Francis M. Randolph, transcription manager of KFRU, Columbia, Mo., plan to marry this summer.

SAN FRANCISCO

Sam Hayes, the "Richfield Reporter" who left the oil news show, has been replaced by John Wald and Ken Barton, who will work together on the 15-minute spot over six NBC stations at 10 p.m. each giving items most befitting his style.

Bob Roberts, manager of KYA, has arranged with Commonwealth Club of California to broadcast the latter's weekly luncheon meetings from the Palace hotel. Noted persons appear at each Friday lunch.

Chester Smith has been substituting at KFRC for Claude Sweeten, orchestra leader, during the latter's leave of absence.

JOSEF CHERNIAVSKY

"The Musical Cameraman"

26 WEEKS COAST-TO-COAST FOR
1847 ROGERS BROS.

Available for Personal Appearances
During Summer Months as Guest Conductor

■ Thrilling Orchestral Novelties

Studio Address: 609 W. 115th St., N.Y.C.



ANNETTE KING and Jack Baker, NBC Club Matinee soloists, fly to Memphis May 12 to sing at the Cotton Festival.

Donald McGibeny, NBC commentator, to address Illinois Public accountants association at Sherman Hotel, May 22.

Virginia Clark back at work in "Helen Trent" after week's honeymoon with her new husband, James Bengston.

Sair Lee, Canadian contralto, and Bob Gately, tenor, out at NBC. Miss Lee doing some guest turns with Harold Stokes band at WGN. The Doring Sisters and NBC Artists service have parted company though they are still working on the Carnation Contented program under Frank Black.

Bill Murray of William Morris, New York, here conferring with Joan Blaine about a new serial for her. Next weekend she is to go to New York for further talk.

John Thompson, former instructor at Northwestern's Medill school of journalism, new assistant to Ken Fry, NBC news editor.

Col. Roscoe Turner, for whom NBC had plans here, has given up radio for the present and returned to the coast.

Nancy Nelson, who has left Kay Kyser's orchestra, sang with the WGN Dance orchestra other night on the Mutual clam bake when Paul Whiteman conducted. Whiteman reported interested in using her this fall if and when he returns to the Drake Hotel.

University Broadcasting council has launched a series on Civil Liberties over WIND Monday evenings.

WBBM has extended the five day week, granted last week to announcers and production men, to all departments except musicians who are on a six day union week. Les Atlass, Columbia v.p. here, reported favoring a five day week for bandsmen, too.

ONE MINUTE INTERVIEW

CECIL B. DeMILLE

"The radio audience of children between 8 and 15 years of age is the biggest factor to be considered by the radio advertiser today; because children of that age, following a program now, will carry with them a definite impression of the sponsor's message and product. Certainly, when they grow up, they will not forget."

☆ Coast-to-Coast ☆

WILLIAM S. PALEY, president of CBS, speaking on the broadcast incident to the presentation of the Columbia Award to WHAS, Louisville, for "distinguished contribution to the radio art," said in part: "Every capable broadcast management is keenly aware that there is much in broadcasting service beside a well-balanced program of entertainment. I doubt if the full efficiency and caliber of a station is ever wholly tested until a real community crisis arises which taxes and tests not only the station's technical equipment and operating plant, but that which is far more important, the character and responsibility of its management."

Betty Jaynes will not be a member of the new Chase & Sanborn cast which starts Sunday over CBS-Red. Don Ameche, Werner Janssen and Edgar Bergen and his dummy are in the regular cast. W. C. Fields, making his first appearance on a sponsored radio program, heads the list of guests for the initial show.

John D. M. Hamilton, Republican national committee chairman, speaks over CBS May 16 from Washington and May 23 from Chicago, both talks at 11 p.m.

WCAE will open at 5 a.m. on May 15 to give its listeners the coronation details.

Weather forecasts for transatlantic broadcasting this week are excellent. So there should be clear reception of Rudy Vallee's first show from London, including Charles Laughton, Will Fyffe, Binnie Hale, Richard Tauber, Royal Guards Band and the Lord Mayor of London.

WOW, Omaha, notes: Russell Baker, once here but lately with NBC as an actor, has rejoined WOW as an announcer, relieving Program Manager Harry Burke of some work. . . "Little Man," new juvenile serial written and directed by Milton A. Rieck, is being presented by Jack & Jill players, juvenile unit. . . The Job Clinic placed 40 persons in its first month. . . Evelyn Mason, day hostess, is being married soon. . . Daily feature race at Ak-Sar-Ben track, May 28-June 4, will be aired over WOW.

Bob Elliston and **Ed Shelton** are handling sports broadcasts over KFKX, Oklahoma City. Sponsor is General Mills.

WMBH, Joplin, Mo., besides broadcasting the recent two-day Fiesta in that city, was the only commercial enterprise which placed with a prize-winning float in the big parade.

Al Nagler, sports announcer at WJBK, Detroit, has a new series of programs daily at 5:45. Nagler gives a play-by-play reconstruction of the

Tiger baseball games. His usual 7 p.m. sports resume has been changed to 7:15 and is now sponsored by the brewers of Old Michigan Beer.

Charles Purcell, of the announcing staff of WCAO, Baltimore, is back at the mike after a vacation spent lolling in the shade of a Florida orange grove.

WMCA's Coronation broadcast will consist of speeches by J. W. Mariott, British author, and Harlan Eugene Read, American writer, who will speak from London at midnight, London time, on the evening of May 12.

Bill Morrow and Ed Beloin, the Jack Benny gag twosome, are devoting their spare time to writing a book. It will reveal to embryo authors how to devise programs and will be titled, "How to Write Scripts." They hope to complete it before they embark on their European vacation in the middle of July.

Speaking of that "new technique in dramatizing of a novel for radio, that of dualizing a single personality", Lawrence Menkin of WLW, Cincinnati, says: "This 'new technique' was first used in a play I wrote, produced over WSAI, in August of 1935, entitled, 'Fantasia in D'. Later produced over WMCA, titled 'One Divided By Two'. The title suggests the entire idea: A study of a split personality, breaking up a character into two voices. This wasn't for a stream of consciousness effect. Many new techniques, tried out all over the country, later gets acceptance when the pioneer first wins his fight against the 'It can't be done boys'."

Centennial program of Mount Holyoke College, South Hadley, Mass., will be aired over CBS at 3:30-4 p.m. Friday.

Trainers and jockeys will be interviewed by Clem McCarthy, NBC turf authority and commentator, while Alfred Gwynne Vanderbilt, chairman of the Preakness Committee, will speak briefly in an NBC-Blue network broadcast May 14, preliminary to the running of the historic Preakness race at the Pimlico Track, Baltimore. The broadcast will be heard 10:30-10:45 p.m., the following day, Saturday, 6:15-6:45 p.m., over the same network, McCarthy will describe the running of the Preakness. Latter event is sponsored by American Oil Co.

Harry Heilmann, former American League batting champ and now sports commentator for WXYZ, Detroit, had some time when he tried to interview Gerald Walker of the Tigers during a Beech-Nut tobacco program the other day. Walker threw Heilmann off his track by grabbing the opening commercial and reading it despite Heilmann's protests, and continued to cut up all through the broadcast.



Jimmy Tolson's entire Fun Fare cast on KFAC is either in movies or screen testing for them. Dave Weber signed with Republic for part. Camille making tests for RKO. Tolson considered for part in new Warner college picture. Four Blackbirds under contract to Paramount.

KGU, Honolulu, starts re-run of the Chandu disks for Hawaii in June, Earnshaw & Young report.

Walter Biddick, Los Angeles station rep, will leave late in May for the ad club pow wow in Salt Lake and the Chicago convention.

PHILADELPHIA

Sandy Guyer having been assigned to assist Jack Barry in announcing the baseball games over WIP, his daily Eight Bells program is now under the guidance of Howard Jones.

Louis Baer, concert violinist, is appearing as soloist on "Twilight Interlude," presented daily over WDAS.

Ed Robson has been assigned to handle the weekly man-on-the-street broadcasts over WDAS.

Bonnie Stuart is the newest KYW warbler to get a solo spot over the NBC-Red net. She also is heard on two other variety shows originating at KYW.

Clarence Fuhrman, WIP musical director, and his trio composed of Morris Braun and Thomas Elmer will appear in a series of concerts during the month sponsored by school and church organizations.

Harold Davis will carry on his grunt-by-grunt description of the wrestling bouts over WDAS from the outdoor arenas.

The Hula Boys, Hawaiian ensemble, are the newest additions to the WDAS staff artists, to be heard weekly on a Saturday spot.

Margaret Hanley, member of the WIP program staff for five years, resigned this week. Betty Shaffer, former receptionist, replaces her.

Mac Parker, formerly on Philadelphia Record, is back on the air over WCAU for a thrice weekly newscast.

WFIL will give listeners inside dope on the progress being made at the site housing their new studios. Al Stevens will take a pack transmitter to the spot of construction for interviews with the workmen.

Marian Black is the newest addition to the WIP program staff.

Wayne Cody, who conducts several kiddie shows over WFIL, is booked for a string of theater appearances in New Jersey.

"Wilderness Road" as Book

Blue Ribbon Books tomorrow will publish a novelized version of "Wilderness Road," the CBS sustaining program. Program was the recipient of the 1936 Women's National Radio Committee children's award. Book is written by Katharine Clugston from the original radio script written by Richard Stevenson.

NEW BUSINESS

Signed by Stations

WNAC, Boston

Coca Cola Co., Atlanta, 130 15-min. disks, five times weekly, through D'Arcy Advertising Co., of St. Louis; Chevrolet, extension of contract through June 17, two 15-min. disks weekly through Campbell-Ewald, Detroit; Northeastern Radio, Inc. (radio service), Boston, five weekly spots, through Harry M. Frost, Boston; Nantasket-Boston Steamboat Co., Boston, series of spots; Goodall Co., Cincinnati (Palm Beach suits), 26 spots, thrice weekly, through Lawrence C. Gumbiner Adv'g Agency, N. Y.

WIP, Philadelphia

Armin Varady Inc. (face powder), three 5-min. programs daily, indefinitely; Crawford Furriers, daily spot, also 13 weeks of 5-min. Trans Radio news, 6 days weekly; Sam the Tailor, through Gallagher & Muir Inc., 3 spots weekly, 13 weeks; Barr's Jewelers Inc., three half hours weekly, 13 weeks, using True Detective Mysteries; Spatola Importing Co. (liquors), through Adrian Bauer Agency, 6 spots weekly, indefinitely; Peter Paul Co. (candy), through Platt-Forbes, Inc., 5-minute program weekly, 8 weeks.

Chicago

WGN: National League Club, spots before Cubs' home games, through Neisser Meyerhoff Agency; Procter & Gamble (Crisco), participation in June Baker home management program, through Compton Adv'g Agency.

WCFL: Elgin National Watch, renewal of tone beat until March, 1938.

WBNX, New York

Procter & Gamble (Crisco) daily Jewish announcements, 52 weeks, through Compton agency; Berthold Muecke, German announcements, 52 weeks; Cranlyn Studios, German announcements, 52 weeks Adriatic Exchange, German announcements, 52 weeks; Selwyn's Studios Inc., German announcements.

WAAB, Boston

Drums, Inc., Detroit (cleaner), 13 15-min. programs, once weekly, through C. C. Winningham Inc., Detroit; Washington Jewelry Co., Boston, 16 15-min. programs, twice weekly, through Continental Adv'g Agency, Boston.

WICC, Bridgeport

United Men's Shops, 96 spots, six days weekly; Bond Stores, 260 5-min. sports programs, five times weekly, through Zinn & Meyer, N. Y.

WBOW, Terre Haute

Alka-Seltzer Barn Dance, through Wade Adv'g Agency, Chicago.

WNEW, New York

Meisel Tire Co., 3 15-min. periods weekly on "Ballroom," 52 weeks, through Schillin Adv'g Corp.; Eagle Tire Co., 15-min. "Sports Parade," following every baseball game.

NEW PROGRAMS—IDEAS

Chamber of Commerce Series

As a contribution to civic enterprise, WBT, Charlotte, will begin a series of Saturday night community sings, advertising the attractions of the Queen City to the station's record audience.

The idea of the weekly program originated with the WBT program department. Attending a meeting of the Chamber of Commerce, a staff member heard various suggestions as to the best method of publicizing Charlotte. Some were in favor of scheduling fifteen-minute talks once a week by prominent citizens, but that suggestion was tabled when the WBT representative presented the community sing motion. The program will be carried each Saturday night, 10-11, tentatively. Three-minute talks will intersperse the singing. Chamber of Commerce officials are highly pleased at the prospects of having Charlotte advertised weekly over WBT.

Country Editor Chatter

Ye country editor's style has hit the radio with the talks given on public affairs by Maurice Gatlin over WJBW, New Orleans. In a recent broadcast Gatlin opened up with the comment he had been doing nicely since he didn't have to go to the grocery over the week-end. A friend of his had brought in some delicious crabs, a negress had delivered a "nice bag full of fine vegetables" and "Grandma Wexler" had provided dessert in the form of a chocolate cake she baked. Minor subjects discussed were: The supreme court reform plan; auto honking ordinances; taxi cabs holding up traffic at the ball park; indirect reference to the federal lynch law; the Spanish Civil war.

Musical "Top of the Morning"

"The Top of the Morning," new series heard daily with the exception of Saturdays and Sundays at 8:45 a.m., on KWK, St. Louis, offers a full half-hour of light and fanciful melodies—songs which are sure to dispel the blues, taken from the extensive library of the World Broadcasting System.

It is a program especially designed for the housewife—created to meet her early-morning fancy as she begins the tasks of the day. It is interspersed with timely topics from the days news—and suggestions taken from the pages of the morning newspaper of the St. Louis Globe Democrat.

"Big City Parade" Clicks

Presenting problems of youth, "Big City Parade," aired Friday noons over WLS, Chicago, has built up heavy mail in six weeks. Dramatizations, written by Lillian Gordoni, who also directs the players, are taken from true cases in Boys' Court of Chicago, with Judge Braude of that court in person as the Judge.

Listening audience is asked to send in their solution. Stories are meant to help parents and children solve their problems and keep out of jail. Ken Carrington is in charge of production.

Amateur Photography

Taking a tip from the current craze for amateur photography, the Rose Agency of Durham, N. C., has inaugurated a Sunday afternoon series of Candid Camera broadcasts over WDNC. Programs are designed to familiarize listeners with most efficient methods of getting good results in setups, composition, etc. Lee Vickers, WDNC program director and himself a camera enthusiast, will handle the programs.

From Old Directories

"Headlines Behind the News," new series on KTSA, San Antonio, digs into the city directories of 60 years ago for material. Program is sponsored by Hertzberg Jewelry Co., founded in '77, and is narrated by S. R. Wilhelm, who tells of the happenings and people that made headlines 60 years back.

Schools Review Year

Each of Des Moines' four senior high schools will present a review of the school year in a series of 9 a.m. broadcasts this month, one a week, over WHO. Programs are under auspices of Argonne Post of the American Legion, and clear through Bessie B. Goodrich, director of curriculum revision in the school board office.

"Stranger Than Fiction"

Combining elements of the unusual with competition between announcers, "Stranger Than Fiction," new twice-a-week feature on WTMJ, Milwaukee, brings to the microphone unusual facts and faces. Two announcers work show, each trying to find most interesting person. Listeners vote on which announcer wins. Judging from premier showing, show should have big listener interest.

Colored Man-on-Street

A man-on-the-street series conducted among Negroes exclusively has been started by WKY, Oklahoma City. Titled "Afro-America Speaks," the broadcasts come from the city's "little Harlem," with George Ragland, a Negro, as m.c.

"Melody Train"

With "Through the Rockies Not Around Them" as a campaign line, the Denver, Rio Grande & Western R.R. "Melody Train" quarter-hour on KSL, Salt Lake City, combines travelogues with musical bits and patter, shifted to a different locale each week.

Poetry Forum

A quarter-hour of poetry by Colorado authors is a new weekly series over KOA, Denver. It is called the

GUEST-ING

LESLIE HOWARD, on CBS Hit Parade, May 22 (CBS, 10 p.m.) LEO CARRILLO, on same program, June 5; GENE RAYMOND, same, June 12.

VIOLET HEMING, ROBERT WEDE, TESS GARDELLA, STUART ALLEN, on Hammerstein Music Hall, May 11 (CBS, 8 p.m.)

DIZZY DEAN, CLAUDE RAINS, FRAY and BRAGGIOTTI and CASPER REARDON on Joe Cook Shell Show, May 8 (NBC-Red, 9:30 p.m.)

JOHN CHARLES THOMAS and KITY CARLISLE, on General Motors Promenade Concert, May 9 (NBC-Blue, 8 p.m.)

LOU HOLTZ, booked by Herman Bernie for the Ben Bernie-American Can program, May 18 (NBC-Blue, 9 p.m.)

JOAN CRAWFORD and FRANCHOT TONE in "Mary of Scotland," on Lux Radio Theater, May 10 (CBS, 9 p.m.)

N. Y. U. GLEE CLUB, on "Universal Rhythm," May 15 (CBS, 7:30 p.m.)

CAPPY BARRA and the swing harmonica band on Martin Block's "Make Believe Ballroom," May 6 (WNEW, 6 p.m.)

Heinz "Radio News"

The H. J. Heinz Co. have issued a tabloid-size newspaper called "Radio News," to be distributed to grocers and dealers throughout the country. It consists of radio programs, and pictures of guests, carries a front page picture of Bill Adams, announcer on the "Heinz Magazine of the Air" program, and a display of contest and promotion material on the back page.

New WHBY Offices

Green Bay, Wis.—Within the week, WHBY Inc., owner and operator of WTAQ and WHBY, will move its commercial staff into new quarters on the eighth floor of the Bellin Bldg.

"Colorado Poetry Forum." Vance Graham, author and announcer, did the reading in the first program.

"Mail Bag"

All sorts of questions from listeners to Orange Network stations, asking things about artists on the programs, the studio, transmitter, network, etc., are answered in a new Saturday noon series titled "The Mail Bag" over KYA, San Francisco.

RALPH KIRBERY

"The Dream Singer"

65 WEEKS

LIPTON'S TEA

N.B.C.

WPA RADIO DIVISION ADDING 17 PROGRAMS

(Continued from Page 1)

gram approved by Langdon W. Post, tenement commissioner.

"American Troubadour Hour," American poets series conducted by Alfred Kreymborg.

"Making of the Constitution," from a play by Robert K. Ryland.

Gilbert and Sullivan operettas, directed by Donald Macfarlane, start Friday 9-10 p.m. on WQXR.

Irish Players, under direction of J. Augustus Keogh and Al Gerry, in one-act Irish plays.

Series of Yiddish Plays.

Series of Social Plays adapted by Joel Hammil and Harry Goldsmith, and directed by Howard da Silva, for WEVD.

Three new programs for children: Junior Encyclopedia, adaptations of Richard Halliburton stories and dramatization of WPA's "Who's Who in the Zoo."

Also Browning's "Ring and the Book," five-minute dramas on Social Security, series on crime waves, comic trailer series for a network and a New York museum's series.

Current WPA programs are "Symphonic Dramas," "Pioneers of Science," "History in Action," "Portraits in Oil," "First Frontiers," "Serenade at Nine," "Radio Almanac" and "Exploring the Seven Arts."

CINCINNATI

Bob Kliment, former WAIU announcer and more recently in "Want a Job" at WCKY, has left for Chicago. Frank Zwygart replaces him.

Paul Jordan, WLW engineer, and Ralph Haburton, former WCKYer, won prizes in an amateur fotog contest.

Mary Louise Lantz, newcomer to Crosleys via WCPO and WPA dramatics, is the daughter of Lee Taylor, radio song pioneer.

Elaine Weber, with Hal Kemp last year, returns to Cincinnati's etherdom May 14 as a guest on Jane Grey's "Radio Program Perfect." She returns to New York in the fall to do shorts for Warners.

Paul Kennedy nominates the Four Esquires as the most promising quartet on the air today. Kennedy, whose column appears in the Scripps-Howard Post, selected Tyrone Power when a member of WFBE in 1935.

1	9	3	7
2	4	5	6
10	11	12	13
14	15	16	17
18	19	20	21
22	23	24	25
26	27	28	29
30			

May 5

Greetings from Radio Daily

to

Alice Faye
Freeman Gosden
Dick Ballou

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:

No. 27 of a Series

KMOX—St. Louis

1090 K.C.—50,000 Watts

JAMES D. SHOUSE, Pres. KEN CHURCH, Comm. Mgr.
C. G. RENIER, Program Mgr.

KMOX, one of the first stations in the country to broadcast via short wave, is owned and operated by the Voice Of St. Louis Inc. KMOX studios are located in the St. Louis Mart building as are the business offices. The station's transmitter is situated 16 miles south of St. Louis. Operating on a cleared national channel, KMOX is on the air 18½ hours daily and 16 hours Sundays. KMOX coverage includes the middle west, west, south and northern parts of the country, a primary and secondary coverage that includes millions of persons with annual expenditures running into the billions.

Established Christmas Eve, 1925, by 17 public-minded St. Louis concerns, KMOX has been, since its first day of operation, the "voice of St. Louis." For the first five years of its existence the station operated on 5,000 watts power with two studios located in the Mayfair Hotel. Then the entire middle west was admitted to KMOX when its power was increased to 50,000 watts. J. L. Van Volkenburg, past president of KMOX, and today assistant to Leslie Atlass in Chicago, has been given much credit for the phenomenal growth of KMOX. His successor and present prexy of the station, James D. Shouse, is also a veteran in radio. He was one of the pioneers in commercial radio, and has been selling CBS programs for more years than any person in the CBS organization today. In May, 1932, KMOX became a key station of the Columbia Broadcasting System.

In its short span of life to date, KMOX has constantly expanded, growing to maturity side by side with the industry. Only recently the station announced the completion of another expansion program; 15,000 square feet of floor space has been added, which includes 10 offices, 2 studios, musician's lounge and reception room. KMOX now has a total of eight studios, ranging in size from 20x20x10 to a completely equipped Radio Playhouse with a seating capacity of over 400.

Over 20,000 programs are produced each year for KMOX listeners, and KMOX in addition originates 1500 shows annually for the Columbia network. KMOX's list of "first" broadcasts can be matched by few. In 1927 it was the first to broadcast the tornado warnings, and to aid the Red Cross in relief measures. First announcement concerning the NRA was aired over this station by General Hugh Johnson. The weekly airings over the CBS net of the Myny Opera first originated over KMOX. Every flood for the past 12 years has been thoroughly covered by the station.

Besides Shouse, executives of the station include Ken Church, commercial manager; Jerry Hoekstra, in charge of all music programs and public affairs broadcasts; Louis Nelson, effective May 15, director of public relations, Merle S. Jones and G. L. Tevis. Radio Sales Inc. represents the station in New York, Chicago and Detroit.



PROMOTION



Building Area Goodwill

WMBH, Joplin, Mo., recently inaugurated a half-hour program, daily except Sundays, of Exploring Little America, which is the station's description of its immediate area of service.

Individual communities are invited to participate in the program, with a whole period devoted to each. Musical talent appears, with informative spots or talks about the community interspersed in the program. The idea is entirely good-will and station promotion—and also good-neighborliness. Program is plugged beforehand with spots—How well do you know your next-door neighbor? is the theme—and is carried out with the station's studio talent if anything happens to interfere with the local talent.

The station staff prepares the continuity, or gives the community free

hand to prepare and stage its own program.

Already several good entertainment numbers have appeared—programs for which the station believes sponsors will be found.

CBS's "Radio in 1937"

CBS has released its most ambitious promotional piece of the current season, the book being entitled "Radio in 1937". Statistics and study are mainly by Dr. Daniel Starch Associates and include findings by the Joint Committee on Radio Research and to some extent is the continuation of previous CBS studies.

Study is comprehensive in its coverage, the table of contents including: expansion and variation from "Radio in 1936"; radio distribution, by homes, income levels, cities, time zones, etc.; interlocking markets, types of homes owning sets, also autos; listening habits, radios in use, by time of day,

500 BEING AUDITIONED IN WLW TALENT HUNT

(Continued from Page 1)

work. Robert Kennett, program manager, William Stoess, music director, and Arthur Chandler Jr. of the audition board have been in New York since Saturday. Frank Smith, WLW sales manager, E. K. Bauer of WLW and Don Becker of Transamerican arrive in New York this morning.

Auditions, started Monday and scheduled to run until noon Thursday, will allow the WLW representatives a chance to listen to over 500 performers. To date only one act has been placed under contract. The Modernaires, a quartet, were signed yesterday and will leave for Cincinnati within the next few days. The entire WLW group leaves for Cincinnati tomorrow afternoon. Herbert Pettey, in the absence of Louis K. Sidney, has been in charge of the WHN portions of the auditions.

DENVER

Gil Hodges, staff writer at KVOD, handling a new daily except Sunday "Sports Review."

Jack Fitzpatrick is newscasting another new daily sports review, on KLZ.

Si Westbrook, "Strolling Songster" with a guitar-mandolin, is warbling oldtime ballads five days weekly on KOA.

Jack Orson and Margaret Smith in "Adam and Eve," domestic program, are making fans via KOA.

Derby Sproul, KOA continuity writer, turned out a complete script for a half-hour show in less than 48 hours when the script submitted by an outsider turned out to be unacceptable.

Booklet on Workshop Play

CBS sales promotion department has put out a 16-page booklet on the recent "press raves" accorded the Columbia Workshop for its broadcast of "The Fall of the City." Program was written by Archibald MacLeish, and directed by Irving Reis. Booklet, entitled "Not Soon Forgotten," carried a reprint of "Time" magazine's review and referred briefly to other press reviews lauding the broadcast, plus a history of the Workshops.

of various classifications of listeners and zones; trends, more than one set in the home, age and sex of radio audience; totals, radio set figures as to ownership, by states, etc.

Foreword, charts and sources and methods of obtaining the study are also included. Chiefly, the book is for "executives who want to know the Number and Quality of families in the radio audience."

STATIONS!

The . . .

Morning Bulletin Board

America's Perfect Morning
Variety Show
STAR RADIO PROGRAMS, INC.
250 Park Avenue New York City



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 62

NEW YORK, N. Y., THURSDAY, MAY 6, 1937

FIVE CENTS

H'wood NBC Coast Center

Looking On

.... AND LISTENING IN

NEWS At the rate news periods are increasing, the time is not far off when these programs will run only a few notches below music as the main fare of the air.

This brings us to a suggestion for stations seeking to develop community listeners.

Small town newspapers, both weekly and daily, owe their reader interest largely to the fact that they publish quantities of little personals about the home-town folks.

The principle holds equally true for radio stations.

Newscasters dispensing the current doings of national and international personalities are plentiful.

A few programs of items about the less known local folks will be found even more productive of listener-interest, and incidentally good-will.

COMMENTATORS A nent newscasters, the "inside" and "lowdown" chatter division of the fraternity seems to be developing an unhealthy trend.

Too much moralizing, editorializing and self-aggrandizement is being indulged in by some spielers who lack the qualifications for opinionated discourse.

Also, the chatter in some instances is hewing too close to the scandal line.

It sounds incongruous when a prominent personality is publicly castigated by a peeper into private affairs whose "scandalmongering" often is more reprehensible than the acts of the persons he is scolding.

The end achieved by this type of chatter does not justify the sacrifice of the good taste which makes radio suitable for every member of the family.

CALLAHAN QUITTING NBC FOR TOP POST AT WWL

Vineent Callahan, sales manager of WRC-WMAL, the NBC owned stations in Washington, has tendered his resignation to Lenox R. Lohr, NBC president, and will take a new post as manager of WWL, New Orleans, before June 1. Callahan has been with NBC for six years and is widely known throughout radio circles. WWL is the CBS affiliate in New Orleans and is the largest station in

(Continued on Page 3)

WOWO and WIRE Linked For Sponsored Series

Indianapolis—WOWO, Ft. Wayne, and WIRE here will present a two-station program Sundays at 1 p.m. CST titled "Polly Pretends," sponsored by Drackett Chemical Co., Cincinnati. Show, originating at WOW studios and transmitted here by special leased wires, will feature Maury Cross' orchestra, Mary Berghoff, soloist, Jeanne Brown, accordionist, and dramatic players.

Pennzoil Disk Series Being Produced by NBC

Pennzoil, through the Fuller, Smith & Ross agency's Cleveland office, has placed an order with the NBC Transcription Service for a series of 15-minute custom-built recordings.

NBC Thesaurus Library has sold series of disks to station LR4, Radio Splendid, Buenos Aires, the order coming through Jaek Linderman, RCA-Victor agent in Argentina.

Immediate Transfer of Western Headquarters to Movie Capital is Ordered by Lenox Lohr

It's Spring

Closing spiel on last Tuesday night's Al Pearce show sponsored by Ford on CBS: "And now, until your next Ford program comes around, don't sit there at your radios; go out and watch the Fords go by."

Chicago—NBC will immediately move its west coast headquarters to Hollywood, it was stated here yesterday by President Lenox R. Lohr. Don E. Gilman, east vice-president, conferred here with Lohr and received orders to move from San Francisco to Hollywood.

Lohr said the move is due to the growing importance of Hollywood as a broadcasting center and the prospect of becoming even bigger with the coming of television.

San Francisco headquarters also will be maintained by NBC.

MUSIC CORP. BUILDING BRANCH ON WEST COAST

Music Corporation of America is sending Milton Pickman to Beverly Hills, Calif., to be in complete charge of the MCA offices to be established in that city immediately. Erection of MCA's own building on the coast will begin upon Pickman's arrival. The new move marks a pointed interest by MCA to cash in on movie contracts, and to be in a position to sell bands to the national radio shows now originating from Hollywood. A campaign will be instituted through

(Continued on Page 3)

Glass Container Places Musical Series on WEA

Glass Container Association of America in the interest of glass "steinie" bottles for beer will start a quarter-hour musical series on WEA, Tuesdays and Thursdays,

(Continued on Page 3)

STATION'S NEWS STAFF EQUAL TO DAILY PAPER

Chicago—Reflecting increase of news programs on the air, expansion of the news department at WBBM has reached a size equal to many a small daily newspaper. J. Oren (Buck) Weaver, as news editor, heads the staff, lately augmented by addition of Ruth Brine and Ken Ellington, both from Indianapolis, and Jim Crusinberry as sports editor.

With newscasts from 6:10 a.m. to

(Continued on Page 3)

Daylight Saving Boosts Business at WJJD, Chi

Chicago—Daylight saving time has added business for WJJD, operating on a sunup to sundown basis. An hour show for Drug Trade Products

(Continued on Page 3)

Doing Their Part

In keeping with National Baby Week currently being observed throughout the country, Harry Kerr, radio publicity director of J. Walter Thompson Co., is the father of a son, Christened John Joseph; Doug Connah, radio publicity head of Batten, Barton, Durstine & Osborn Inc. is the parent of a daughter, Carol Louise, and Walter Duncan, NBC sales, has a son.

400 Baseball Games Scheduled By Atlantic Refining to Date

Atlantic Refining Co. is still carrying on negotiations with baseball clubs and radio stations for baseball airings, but time limitations and other station difficulties are causing delays. N. W. Ayer & Son announced yesterday.

To date 400 baseball games are

scheduled to be sponsored by Atlantic. Four teams, members of the New York-Pennsylvania league, Binghamton Triplets, Hazleton Red Sox, Williamsport Grays, and Wilkes-Barre Barons, plus the Pittsburgh Pirates make up the schedule. Teams

(Continued on Page 3)

News That Cheers

West Coast Bur., RADIO DAILY

Los Angeles—A new type of news program, singling out items that are cheerful or of a cheering nature, has been set on the Don Lee network here. Series will originate in San Diego, with Dr. Frank Lowe officiating in the capacity of newscaster. It's figured the cheer news will be welcome as a relief from the depressing stuff.



(Registered U.S. Patent Office)

Vol. 1, No. 62 Thurs., May 6, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicote, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicote, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk and Verne Bailey, 6425 Hollywood Blvd. Phone Granite 6607.

Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

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FINANCIAL

(Wednesday, May 5)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	170	169	169	— 3/4
Crosley Radio	20	20	20	— 1/2
Gen. Electric	54 3/4	54 3/4	54 3/4	— 3/8
North American	25 3/4	25 1/2	25 1/2	+ 3/8
RCA Common	9 3/4	9 1/2	9 1/2	— 1/8
RCA First Pfd.	71	70 1/4	70 3/8	— 5/8
RCA \$5 Pfd. B.	(97 1/2 Bid	110 Asked)		
Stewart Warner	19 5/8	19	19 1/8	— 1/8
Zenith Radio	36 1/8	35 3/4	35 3/4	— 1/2

NEW YORK CURB EXCHANGE

Hazeltine Corp.	16 1/4	16 1/4	16 1/4	— 1/4
Majestic				
Nat. Union Radio				

OVER THE COUNTER

	Bid	Asked
CBS A	51 1/2	53 1/2
CBS B	51	53
Stromberg Carlson	14	15

CBS Declares Dividend

CBS yesterday declared a quarterly dividend of 80 cents a share on both A and B stock, payable June 11 to stockholders of record May 22.

Dorothy Kemble Joining NBC

Dorothy Kemble joins the NBC Continuity Acceptance Division on June 1 as assistant to Janet MacRorie. For the past five years, Miss Kemble has been in charge of the advertising acceptance for McFadden Publications, Inc.

Kermit Moss Transferred

Kermit Moss, formerly of the media department of Cecil, Warwick & Legler, Inc., has been transferred to the radio production department of the same agency.

Plambeck Marrying in June

Des Moines—Herbert H. Plambeck, farm editor at WHO, will be married June 23 to Frances Marie of Davenport.

Programs That Have Made Station History

2. WLS National Barn Dance

"HISTORY is made at night" and station history was made the night in 1924 when Edgar Bill, WLS (Chicago) director hired several old-time fiddlers to play for the first WLS National Barn Dance. On April 10, 1937, the Barn Dance celebrated its 13th anniversary on the air with its 676th performance.

In those 13 years, the Barn Dance cast has increased from two fiddlers, a banjo-player and a square-dance caller to a crew of more than 100 entertainers. It has outgrown three studios and is now broadcast from the stage of the Eighth Street Theater in Chicago, where 700,000 fans have witnessed the Saturday night performance in the past five years.

WLS's entire time on the air Saturday nights, from 7:30 to midnight sign-off, is devoted to Barn Dance, with individual half-hour or hour programs sold to commercial sponsors.

On Feb. 4, 1933, Alka Seltzer (Miles Laboratory) bought one hour of the Barn Dance through the Wade Advertising Agency. Three stations started carrying the hour's program on July 15, 1933; and on Sept. 30 of the same year, the Barn Dance was put on the Blue network of NBC. It has held a Saturday night spot on this network for more than three and a half years and is now heard, not only from Coast to Coast, but in Honolulu (KGU). In addition to Alka Seltzer, the following have consistently sponsored local WLS Barn Dance programs: Keystone Steel and Wire Co., Gillette Rubber Co., Penn Tobacco Co., Murphy Products Co., Conkey Feed Co.

With the past year, the NBC hour of the Barn Dance has followed the trend toward guest stars. Some featured have been: Betty Jaynes (16-year-old opera star), Minnie, the singing mouse; Sigmund Spaeth, tune detective; Vic and Sade; Tom, Dick and Harry; Smilin' Ed McConnell; Gene Arnold and his minstrels; Louise Massey and the Westerners; Joe Parsons.

Incidentally, the Westerners' first network appearance was with the Barn Dance in 1933. Regular members of the cast include Lulu Belle (1936 Radio Guide Queen), her husband, Scotty; Uncle Ezra, the Hoosier Hot Shots, the Maple City Four, the Novelodeons, Joe Kelly as master of ceremonies, Sally Foster; Verne, Lee and Mary; Lucille Long, the Hayloft Octet, and a 12-piece orchestra directed by Glenn Welty.

Taking part in the local programs are: Pat Buttram, Pokey Martin, the Arkansas Woodchopper, Sophia Germanich, Georgie Goebel, the Hoosier Sodbusters, Miss Christine, Evelyn, the Hometowners quartet, Grace Wilson, Red Foley, Girls of the Golden West, the Hilltoppers, Winnie, Lou and Sally, Harold Safford, Dan Hosmer, and other members of WLS staff.

Advance Guest Stars Set by Cycle Trades

Advance guest star bookings for the Cycle Trades of America program on NBC-Blue, Thursdays, 7:15-7:30 p.m., are: May 20, Morton Bowe; May 27, Jane Froman; June 3, Jean Sablon and Fray and Braggiotti; June 10, Jane Pickens; June 17, Gogo De Lys and Barry McKinley; June 24, Countess Olga Albani. Talent was set by NBC Artists Service.

New KSTP Sports Program

St. Paul—Dick Cullum, sports editor of the Minneapolis Journal, is now airing the inside dope on sports nightly over KSTP. Shot goes on at 5:55 each evening. Stanza, which has been bought for 52 weeks by Hamm Brewing Co., marks Cullum's ether debut. Gives KSTP two Journal commentators. Other is Halsey Hall. Also gives the Twin City indie three daily sports shows, all signed on the dotted line.

Milton Lewis Gets Account

Diaper Hygiene, Inc., Newark, newly formed diaper service, has appointed the Milton L. Lewis Advertising Agency, Newark, to handle its advertising. A radio program is now being planned, and will be broadcast locally this summer.

Film Strike Keeping Bert Lahr in New York

Because of the strike situation in Hollywood, Bert Lahr, who was to have gone west for film commitments, will temporarily continue to do his Sunday night NBC-Red broadcasting for Dr. Lyons from New York. Lahr had planned to air from the coast.

Warnow in New Spot

Mark Warnow, who last Saturday signed off the CBS "Hit Parade," began a new series for the same sponsor, American Tobacco, last night over the NBC-Red network. Al Goodman, who has been heard off and on during the past year, will take over the CBS show this Saturday. Both shows air at 10-10:45 p.m.

Ralph Bishop Married

Ft. Worth, Tex.—Ralph S. Bishop, president of KFIJZ, and Nora Hayes, singer, are now Mr. and Mrs.

LEO SAYS:

Wise Advertisers choose New York's No. 1 showmanship station to cover the nation's No. 1 market.

WWN DIAL 1010
AFFILIATED WITH M-G-M LOEW'S

COMING and GOING

J. A. P. GUDE of CBS is en route to Kansas City to confer with Arthur Church at KMBC.

TOM REVERE of Benton & Bowles paused in Chicago en route to Hollywood to set up "Show Boat" in the west.

TOMMY ROCKWELL of Rockwell-O'Keefe leaves tomorrow or Saturday for Hollywood.

BOB KENNETT, BILL STOESS, ART CHANDLER JR., FRANK SMITH and E. K. BAUER of WLW return to Cincinnati tonight.

RUBY NEWMAN and his press agent, I. MANSFIELD, sail on the Paris, July 2.

IRMA PHILLIS from New York to Chicago. DR. LEON LEVY, WCAU president, in and out of town yesterday.

WALTER KLAUER, owner of KWBB, is in New York on business.

R. N. WEIL, sales manager of WISN, Milwaukee Hearst station, is in New York on business.

JOHN HELD JR. of the Pontiac Varsity Show series arrived in Salt Lake City on Tuesday to visit his mother before proceeding to Lincoln, Neb., and New York. After completing the final broadcast May 14 at Cornell, Held will spend a vacation in Salt Lake City.

JOHN VAN CRONKHITE left New York yesterday for Chicago via Detroit.

BILL GREEN, Rubinoff's press agent, has gone to Detroit to attend his mother, who collapsed as a result of his grandmother's death.

BRYAN FIELD, announcer, goes to the Kentucky Derby.

WTHT Heavy on Sports

Hartford—In line with the trend, WTHT is going heavily on sports. Boston Home baseball games are broadcast everyday except Sunday through the facilities of the Colonial network. Play-by-play description is done by Fred Hoey and sponsored by General Mills and Socony-Vacuum.

At 6-6:10 every evening, Savitt Jewelers present Art McGinley, sports editor of the Hartford Times, in a baseball resume. Later scores are given at 7 o'clock. Racing results are on the air every evening through the facilities of the Colonial network.

Summer Promotion

WBAL, Baltimore, is going after summer accounts with display advertising on the theme and title of "Pity the Poor Crab"—the "crab" being the guy who squawks about business slowing up in summer, instead of preventing the slump through radio advertising.

THE SONGBIRD OF THE SOUTH

KATE SMITH

A & P BANDWAGON

THURSDAYS

CBS NETWORK 8-9 P.M., E.S.T.

EXCL. MANAGEMENT TED COLLINS

400 BASEBALL GAMES SET BY ATL. REFINING

(Continued from Page 1)

are located in the heart of Atlantic territory.

Wilkes-Barre games are heard over WBRE with Billy Phillips doing the play-by-play description. WAZL carries the Hazelton games with Vic Diehm at the microphone. Away games are re-enactments. Tom McMahon does the Binghamton games over WNEF with play-by-play from the field. Those that cannot be broadcast, McMahon gives a 10-minute resume.

In Williamsport the 20 away games are re-enactments of Western Union reports and the 24 home games are direct from the field. There may be additions here later. Pittsburgh Pirate games are aired over WWSW with Claude Haring at the mike. Radio rights to some of the Pirate games could not be obtained and summaries will be aired instead.

Following out the precedent established by Atlantic last year during the football season, the commercials are very brief, four minutes to a game. Theme of all announcements is "come out and see the home town team."

Callahan Quitting NBC For Top Post at WWL

(Continued from Page 1)

the city, operating with 10,000 watts. Station is owned by Loyola University.

No successor has been announced for Callahan's present post and probably no announcement will be made until Alfred H. Morton, NBC manager of owned and operated stations, returns from his trip to Chicago and Denver early next week.

Medal of Merit for Harbord

Major General James G. Harbord, RCA chairman, will receive the Medal of Merit of the Army Ordnance Association at a dinner to be held at the Mayflower Hotel, Washington, May 12. Presentation, in recognition of his service to national defense and to the industrial development and social betterment of the United States, will be broadcast over the NBC-Blue network.

GUEST-ING

WILLIAM GARGAN, on "Your Hit Parade" conducted by Al Goodman, May 8 (CBS, 10 p.m.).

ELEANORE WHITNEY, on NBC Jamboree, today (NBC-Blue, 11 p.m.).

ROY BURNS, managing director of National Inventors Congress, on Ed Fitzgerald show, May 8 (WOR, 10:30 a.m.).

JAMES DUNN, on George Fischer's "Hollywood Whispers," May 8 (KHJ-Mutual 10:15).

ALBERT STEVENS CROCKETT, only living American witness of coronations of last 99 years, on Dave Driscoll's program, May 11 (WOR-Mutual, 5:45).

NEW PROGRAMS—IDEAS

"Credit" Game Clicks

Cleveland — A new radio game called "Credit," presented on Canadian stations for the past several months and now sponsored here by Rotbart's Credit Jewelers over WJAY, has caught on fast and aroused much enthusiasm.

After a brief announcement by Duke Lidyard, announcer for the program, as to what the game is all about, the program moves at a very rapid pace. The audience is advised to have pencil and "Credit" card ready. Then under each letter of the word "Credit," each must place a numeral of the home phone number. For example, one having LA 6989W for his number would place the letter "L" under the letter "C" of the word "Credit." Proceeding in that manner until the last number, the listener places the last number and the party letter under the "T" in the word "Credit."

The listener who completes his phone number as it may be called out over the air first, calls the studio, makes the fact known and is declared the winner of a very valuable free award given by Rotbart's Credit Jewelers.

There are generally three games played each evening, depending on how often the listeners might interrupt the program seeking information.

Each time the telephone rings in the studio the game is halted in anticipation of someone declaring himself a winner.

Dance Lessons by Air

Ft. Worth, Tex.—An out of the ordinary program for this section, and one which is drawing listeners regularly, is that put on at KFJZ each Saturday morning by Jack Harris, former actor who now operates a dancing school here. Program is called "Learn to Dance by Air," and offers a pleasing way for listeners to learn to dance at home if they care to. Each week "Miss Tapper"

Big List of Guests Lined Up by WVFW

WVFW, official voice of the Veterans of Foreign Wars, has lined up an impressive array of guests for a month of Festival Days. Loew's Brooklyn theaters are cooperating with their Spring Hit Parade. Personalities to be aired include De Ward Jones of the Radio City Music Hall, Del Casino, Johnny Muldowney of Tin Pan Alley, Elmo Russ, composer and organist; Dick Finch, songwriter and professional manager of Witmark's; Eddie Lambert, June Ray, Ken Casey and his orchestra, Jimmy Regan, brother of Phil, and others.

Yesterday Fred Duff, the Wanderer of WOR, appeared on WVFW. Today Joe and Al Moore of the Jersey Giants and Charlie Sheerin of the Philly Nationals are on the program.

Frank Daniels, public relations representative of WVFW, interviews the personalities.

goes through a series of adventures, but winds up programs explaining intricacies of tap and other steps to listeners. "Miss Tapper" is Dorothy Hawthorne, a professional dancer.

Unusual Hobbies

"The Hobby Lobby," a new program in which persons from all walks of life will describe their particular hobby whether it is string-saving, mountain hiking or china-painting, starts May 18 on WOR. David Elman, formerly head of the Marschalk & Pratt radio department, will have charge of the programs and do the interviewing. Jordan Bierman, inventor of the collapsible clothes rack, is among the guests for the first show.

Pure Food Forum on WGAR

Dietrich Fischer, former member of the NBC New York economics staff has moved to Cleveland for a series of Pure Food Forums to be broadcast daily over WGAR. Fischer is a former associate of Prof. E. V. McCollum, dietetics expert of Johns Hopkins University. His daily broadcasts deal with the nutritional values of certain foods in the housewife's diet for her family. He will devote two programs a week to housewives' questions.

Local "Fireside Chats"

Fort Worth, Tex.—The City Council is planning a series of "fireside chats" over KFJZ for the purpose of keeping local citizens informed on what the city is doing, and to create more interest in city affairs. Station will donate the time on the air.

"Planning for Tomorrow"

Boston—"Planning for Tomorrow" is a new educational series to be presented by Biagio DiVenuti, Professor of Economics and Journalism at the Boston University College of Business Administration, over WAAB, beginning Thursday May 13, at 2:15 p.m.

Entire Cincy Festival Aired for First Time

Cincinnati—When the Cincinnati May Music Festival was put on the networks May 2, it was the first time every performance of a May Festival was on the air, although two years ago one matinee was broadcast in part. WCKY, the L. B. Wilson station, is the local outlet for the four NBC broadcasts on Tuesday, Wednesday, Friday and Saturday nights of this week.

Among the stars heard were Kirsten Flagstad, Frederick Jagel, Kathryn Meisele, Ezio Pinza and Lauritz Melchior. Cincinnati Symphony Orchestra was conducted by Eugene Goossens.

WCKY also originated on Tuesday the local portion of the NBC Music Guild program.

MUSIC CORP. BUILDING BRANCH ON WEST COAST

(Continued from Page 1)

both the new office and the New York headquarters to sign up new artists that will fill movie and radio requirements. W. H. Stein, President of MCA, is at present in New York, conferring with Pickman before the latter's departure at the end of the week.

Glass Container Places Musical Series on WEA

(Continued from Page 1)

7:30-7:45 p.m., beginning May 18. Program will feature the "Steinie Bottle Boys" consisting of a vocal trio and four instrumentalists. U. S. Advertising Corp. has the account.

The "Steinie Boys" are Bunny Coughlin, baritone; Dave Grant, tenor and Cliff Weston, tenor, on the vocal end. Instrumental personnel is, Lou Green, electrical steel guitar, Charlie Barbar, bass violin, John Gart, accordion and Carman Mastron, guitar.

Daylight Saving Boosts Business at WJJD, Chi

(Continued from Page 1)

goes on the station Monday, 6-7 a.m. Same sponsor recently switched two-hour afternoon to 7-9 p.m. Thus station adds three hours of commercial programs—baseball having taken the afternoon spot. Ervin Viktor, m.c., Melody Kings, Harry Zimmerman, organist, and news comprise new morning show.

Station's News Staff Equal to Daily Paper

(Continued from Page 1)

1 a.m., station is giving latest events before the first afternoon papers are out and almost as late as the morning finals. Big majority of the sessions are sponsored.

Santa Fe One-Shot on WBBM

Chicago—Santa Fe R. R. is sponsoring one show on WBBM at 6:30 p.m. Saturday in connection with initial trip of its new streamlined Super Chief train. Philip Merivale will appear in the historical drama.

JERRY COOPER

HOLLYWOOD HOTEL
CBS

FRIDAYS 9 P. M. EDT.

MANAGEMENT
COLUMBIA ARTISTS BUREAU



PAT KELLY, publicity director for KFRC, San Francisco, visiting Los Angeles stations and stars.

James Dunn will be guest on George Fischer's "Hollywood Whispers" Saturday.

Bill Flock and ork opening a week's engagement at Lick Pier ballroom, Ocean Park, while Jack Dunn and band take time out to play after 18 months of daily playing. KFRC airs from the ballroom.

Bob Paulson has joined the announcing staff on KEHE.

Renewing a series which was formerly sent out from CBS studios in New York, Virginia Verrill starts Coast airings in "Vocals by Verrill" on Saturday. Wilbur Hatch and ork with her.

Lillian Lawrence, 24-year-old contralto who has had five years, from chorus to featured artist, with Metropolitan, makes her California debut on CBS coast "New Horizons" program starting tomorrow. She was recently tested for a role in Paramount's forthcoming "Carmen."

Larry Kent and orchestra move from Del Mar Club, Santa Monica, to Pasadena Civic Aud this coming week end. Will be aired on CBS coast net Fridays and Saturdays.

Jack Oakie has acquired property adjoining his Pacific Palisades home and will build a two-story Georgian house.

WTHT Programs Bring Helpful Contributions

Hartford—Two WTHT programs have an unusual record for garnering contributions. When "Hartford Speaks," sidewalk interview program, was first presented, a local haberdashery merchant was interviewed and promised to give a hundred hats to sufferers in the flood area. The Salvation Army promptly called at his store and collected. A short while ago, Bob Martineau, who handles the program, interviewed a little girl who had a bundle of tinfoil which she was collecting to donate to the Little Crippled Children's Hospital. Bob hinted that the tinfoil idea was a good one, and WTHT promptly received a large supply of tinfoil via several donations. Announcers on both the Hartford Speaks and Dialers programs have also received personal donations of home-made fudge, brownies, cakes, and cigars.

"Hartford Speaks" has lately gone commercial, sponsored by Whalen's, local jewelry concern.

Full-Hour Drama on NBC

"The Crown Jewels," one-hour dramatization by Francis Wilson of the NBC script division, dealing with many of the deeds of valor or felony mirrored through the centuries in the facets of the British Royal Jewels, will be aired Sunday, 10:30 p.m., over the NBC-Red network.



● ● ● Jim Timoney made a recording here last week which was sent to Mae West on the coast—to consider the idea for an air spot!... Bea Lillie's disapproval of her material 20 hours before taking the air last night created a furore among the agency people—which resulted in an S.O.S. being sent out for every available gag writer... Harold Stern returns to the Merry-Go-Round on the 14th... Sonny Schuyler's shot with Ben Bernie on American Can is a week-to-week proposition—with the singer given the build-up for a permanent feature... Lou Holtz's arm-and-arming-it with the Ol' Maestro these days along Main Street—is just what you'd expect—Lou does a guestar shot shortly... Lyda Roberti's sister, Manya will be the next to receive an NBC build-up... Ketti Gallian, the flicker star, is preparing a song routine—for the Rainbow Room... Teddy Bergman (without benefit of billing) will do a German dialect on Shell. Incidentally, the Theater Guild sent for him—to appear in a forthcoming play.

● ● ● An advertising exec phoned agent Sam Lyons regarding a star and Sam gave his lowest figure... "Sam, we all know that you're a rat—but there are three kinds of rats (telling him the variations)—which do you want to be?"... Sam didn't answer but said that he'd let him know... That night he phoned his brother, Arthur, on the coast and related the story told him by the agency man... "What should I do, be the first, second or third?"... to which Arthur replied... "Don't be silly and commit yourself. They'll have you TYPED."

● ● ● Though contracts haven't been signed as yet, you may bet your bottom dollar that Tommy Dorsey will be heard from the Penn roof for eight weeks starting July 5... Also, don't be a bit surprised to hear JIMMY Dorsey's music emanating from a spot within a mile radius from Tommy—during this period... Frances Hunt goes with Lou Bring (which we reported) to the Stevens in Chicago in two weeks for the summer. Lou won't wave a baton—but will direct from the piano... Enoch Light goes into the Loew's State the 26th... Edgar Bergen's dummy, Charlie McCarthy, has been made an honorary Kentucky Colonel... Kenneth Roberts, the CBSlinger who tried acting in "Hitch Your Wagon" which closed and is now word-casting again, is still naked on the upper lip—because of his part.

● ● ● Gus Arnheim's opening at the New Yorker the other night was something to write home about... Ben Bernie, Ethel Shutta, Tommy Dorsey and wife, Tommy Rockwell, Corkie O'Keefe, Eddie Elkins, Barry Wood, Harry Link, Mack Goldman, Mickey Garlock, Russ Morgan and many others attended to make Gus and Ralph Hitz happy... Ralph Wonders, who never rose unless a spotlight was thrown on his beaming face, acted as emcee—and didn't introduce ONE celebrity—which was great... Radio Row was unanimous on three points... Gus' music was great, the Ice Carnival (with real ice pulled onto the dance floor) was different and thrilling—and June Robbins, vocalist with the band, who is from New Orleans and stepped into this job from a Major Bowes unit, would be snatched up by the picture people before she knew where Lindy's was located.



J. OREN (BUCK) WEAVER, news editor of WBBM, is doubling as rector of fashionable Church of the Atonement (Episcopal) here while the Rev. Alfred Newbery is vacationing in Boston. Weaver is an ordained priest.

Frank Dahm, author of "Pretty Kitty Kelly," back from New York where he saw his show produced for the first time. He plans to go down again next week and handle production while Kenneth MacGregor, regular production man, vacations a fortnight in Haiti.

Fred Mayer of U. S. Advertising, New York and Toledo, here getting Kay Kyser Surprise Party for Wyllis under way. Kyser off on tour of one nighters starting at Galena, Ill.

Walter Wicker, long of Chicago, has joined Irene and family in east and is handling production for Myrt and Marge.

Bill Bouchey's mother here from Los Angeles to see her son premiere as leading man in "Your Parlor Playhouse," Mother's day, on Mutual.

Roger Krupp, new CBS announcer, came from government station in Hawaii by way of Los Angeles and New York. He replaces John Weigel who left for free lancing.

CBS Announcer George Watson is hobbling around with a cane. His nag shied at a pheasant and pinned him against a tree.

Henry Busse back at the Chez Paree following a two week motor jaunt to California. Bobby Baker, first sax in ork, helped parents celebrate golden wedding in Boston over weekend.

Florence George, NBC coloratura, denying marriage reports says the ring is her mother's.

George Neise is the newest announcing voice at WJJD. He came from WISN, Milwaukee, following the footsteps of Julane Pelletier, staff pianist.

Julian Bentley, WLS news editor, will speak on writing at the Sigma Delta Chi luncheon today.

Newark Elections on WNEW

WNEW has made a deal with the City of Newark whereby the facilities of the station would be available for announcements on May 11, the date of the Newark elections. Election results will be supplied WNEW by the Newark Morning Ledger. A broadcast at 11 p.m. will announce the winners and a follow-up at midnight will reveal figures. WNEW will have carried 30 commercial 15 minute periods concerning the election by May 11.

Ted Williams to Sub

Ted Williams ("Broadway Bill") will act as announcer on the WOR-Mutual broadcast of the Excelsior Handicap May 8, in place of Bryan Field, who goes to the Kentucky Derby.

WITH THE ★ WOMEN ★

By ADELE ALLERHAND

JANICE POLLACK, whose brain-child is "Stepmother", recently published tome in defense of step-maternity, to be Frankie Basch's interviewed guest on Mother's Day, over WMCA....Helen Gleason, vocalist in the grand manner, to do a one-shot for Lucky Strike some time around the end of the month....Muriel Sherman, the Enoch Light singing gal, who was flicker-tested not so long ago, has the refusal of a small part in forthcoming musical....Kay, Billy K. Wells' girl-child, has gone sustaining over WMCA and likes it....Helen Hover, cracker-jack radio fan mag scribe, turned the tables on herself t'other day when she permitted Jimmy Jemail to interview her, via microphone, on divers burning questions....Tobe, the supersartorial specialist, to contribute the woman's angle on the Coronation for the Harlan Eugene Read broadcast from London via WOR and the Mutual....The 3 Clark sisters, self-dubbed "Radioettes", are helping Norman Brokenshire feature more show and less commercial on the "Cabin in the Pines" program....

Irma Lerner is back with the publication she left....BBD&O's Douglas Connah is the pappy of a new little girl called Carol Louise....Louise Vetter, once-in-a-while histrionic participant in the "March of Time" program, to tread the bridal path with Frank Readick, who's a regular feature of that outfit, May 10....Vaughn de Leath to dispose of her Connecticut house on account of it's inconvenient for business reasons....Miriam Battista, one-time infant movie-star, was the femme lead in the Personal Finance program t'other night....Marion Cole will have Albert O. Bassuk, founder and director of the "Hobby Guild of America", as her air-guest on Tuesday....His hobby is Gilbert & Sullivan....

Irma Phillips, who pens "Today's Children", has temporarily deserted Chi to spend Friday and Saturday in New York, at the Waldorf....Ethel Sheppard, whose singing mood is indigo, and Helen Yorke will be heard regularly on the "Broadway Melody Hour" with Colonel Flippen when the program makes its WOR-WHN debut May 12....Margaret Lewerth, the damsel who produces Phil Cook's "Morning Almanac", takes the grateful cast up to the CBS 7th Ave. studio roof for rehearsals al fresco....

RADIO PERSONALITIES

No. 35 in the Series of Who's Who in the Industry

MICHAEL E. KENT, is the dynamic and aggressive sales manager for WJBK, Detroit. In 1917, Kent was auditor for the Ford Motor Company, but shelved this assignment to take up a post for a farm implement company in 1922. He traveled extensively for this company, touring France, Belgium, Germany, Russia, Poland and Switzerland, introducing his method of cost accounting to the large industrial institutions of these countries.

Kent gave up his European jaunts in 1929 to become traveling auditor for the General Motors Corp. He later became auditor for the New York Kelvinator Company. He joined WJBK in 1932 as auditor and was appointed sales manager in 1933.

Since 1933, "Go-Getter" Kent has increased the gross business of WJBK a neat 105 per cent—all this in a scant four years.



ORCHESTRAS - MUSIC

FOUR of San Francisco's biggest band leaders were innocent victims of the San Francisco strike of hotel employees. Saturday afternoon at 4:30, the union told bandleaders to yank their bands at 5 o'clock, which they reluctantly did. Top spots effected were the Palace (Paul Pen-darvis), the Mark Hopkins (Joe Reichman), the Fairmount (Al Kavelin) and the Sir Francis Drake (Herman Waldman). All contracts were automatically canceled and the boys will have to re-sign when things are normal. Broadcasting skeds went askew with radio stations pulling in L. A. bands over the waves.

In commemoration of the 250th anniversary of Poughkeepsie, Emery Deutsch, maestro - composer, has penned a ditty titled, "Gypsy from Poughkeepsie." Rep. Ham Fish, Jr., will personally present the dedicated copy to the City Fathers.

The Roy Music Co., Inc., will move next week to larger quarters in the Brill Building. Marvin Lee, Roy's Chicago representative, will come to New York in two weeks to confer with Charles La Freniere and Nat Margo, concerning plans for enlarging their professional staff and launching an extensive drive on their new catalogue.

George Olsen and Ork will play a one night engagement at the ballroom of Casino Park, Lake Worth, near Fort Worth, Tex., May 16.

WCAE, Pittsburgh will again carry dance programs from Kennywood Park, with Phil Levant and Ork providing the music, May 15-29 and Dick Barrie, June 13-26. Barrie formerly graced the Kay Kyser musical aggregation.

Eddie Duchin has succeeded to the Guy Lombardo spot, with a WOR-

Mutual wire carrying his musical offerings from the Plaza Thursdays, 8:30-9 p.m.

Happy Felton has deserted the Arcadia for the Wm. Penn, Pittsburgh, and is aired via WCAE and the Mutual.

Harold Fair, program director at WHO, Des Moines, Ia., has taken to writing musical backgrounds for dramas presented by the WHO Playhouse. In "The Little Waltz," 30-minute opus by Ronald Dawson, to be presented next Sunday at 9:30, there are three original compositions on the same theme, all contributed by him.

Larry Lee's band is being aired from the ballroom at Casino Park on Lake Worth, near Fort Worth, Tex., via the Blackstone Hotel, Fort Worth, with broadcasts several nights weekly during the summer.

Maestro Tommy Tucker and the boys will be air-waved regularly via WOR and the Mutual from El Patio in Frisco, starting this week.

Ruby Newman, now featured at the Rainbow Room and Irving Mansfield, his press agent, leave for Europe on the S.S. Paris, July 2.

Fred Astaire will present his latest song, an unpublished ditty called "Just One More Dance" and written several months ago, during his Tuesday, May 11 broadcast. Astaire planned it as the first of a series of songs to be released this summer. Johnny Green became interested and prepared an orchestration with a dance interlude.

Libby Hall, WMCA songstress, now singing nightly at the "Sawdust Trail" on 44th Street, is heard over WMCA Wednesdays at 8:30 p.m.

NEW BUSINESS

Signed by Stations

WFAS, White Plains

Self-Service Stores (General Household Utilities), 52 15-min. participations in Celebrity Club; Petti Jewelers, Barron Watch Co., Harrison, N. Y., four daily time signals, 52 weeks; Jenkins Garage, three weekly announcements, 52 weeks; and following accounts placed through Associated Broadcast Advertising. WFAS sales office in Greater New York, for spots on participating programs: Margaret Brainard Inc. (beauty specialists), N. Y. C., Mme. E. Dorfman (corsetiere), N. Y. C.; India Railways Bureau, N. Y. C.; Consulate General of Lithuania, N. Y. C.; Knothe Furs Inc., N. Y. C.; Morgan-Deutz (furnishings, decorators), N. Y. C.

KJBS, San Francisco

Providence Finance Co. daily spot until March 31, 1938, on "Alarm Klok Klub", through Frederick Soid Agency; Schwartz Ginger Ale Co., time signals on "Owl" program, nightly for six months, through Frank Wright & Associates; Tire Service Co., "Alarm Klok Klub" spot daily, indefinitely; Standard Beverage Co. (Nehi and Royal Crown Cola), four time signals daily, through Emil Reinhardt; Fontana Food Products Co., 10-min. nightly news broadcast until Sept. 26, through Brewer-Weeks Co.

WTAR, Norfolk

Colonial Oil Co., W. E. Debban's "Headlines of Yesterday", Sunday afternoons; Getem Mfg. Co. (exterminator), change from spots to "Morning Serenade" program, 13 Fridays, with Susan Purdy at electric organ, Travis Barnes, tenor, and Lee Chadwick handling plugs.

WMCA, New York

Hecker Products Corp. (Silver Dust, Gold Dust), participations in Anice Ives quarter-hour, twice weekly, through BBD&O; Purepac Corp., participations Kurt Haessler program four times weekly.

WNEW, New York

B. C. Remedies, 3 (15-min.) periods weekly, 26 weeks, recordings through Charles W. Hoyt Co.; Hoffman Beer Co., 5 spots daily, 7 days a week, 26 weeks, through BBD&O.

Omaha

WOW: Manchester Biscuit Co., six 15-min. periods weekly. KOIL: Wolf Bros. (men's store), "Top of the Morning", six 15-min. periods weekly.

WNAC, Boston

Washington Jewelry Co., 16 15-min. programs, twice weekly, with Louise Hampton, commentator, through Continental Advertising Agency.

San Francisco

Gene Tabor has been added to announcing staff of KYA on the Oakland side. Formerly with KGW, Portland, and KFJI, Tabor has also worked at KNX, Hollywood, and KMTH, Los Angeles.

George Tolin succeeds Dick Wynne as KYA announcer in San Francisco now that Wynne has gone to KJBS. Portland Symphony Orchestra concludes the winter and spring series of Standard Symphony Hour broadcasts over the Pacific Coast NBC Red Network today. A new series will be inaugurated next Thursday.

Ernie Smith, KYA sportscaster, will emcee the Contra Costa County Horse Show and Rodeo to be held on the Castro Rancho, May 15-16.

Wilt Gunzenborfer, manager of the local branch of the Thomas Lee Artists Service, heading for Hollywood this week for the opening of the new main offices there. Harold Moore will handle the S. F. end in Gunzenborfer's place.

Joseph Henry Jackson, NBC book critic, with E. H. Suydam, well-known illustrator, goes on a tour of the Mother Lode country June 15 in search of material for a book about California's ghost towns. Jackson may broadcast his "Reader's Guide" show en route from affiliated NBC outlets.

Doug Montell, KJBS mikeman, will describe the Far West's outstanding dual track meet of the season between Stanford and University of Southern California Saturday.

High-Up Weather Series

National Bureau of Standards, effective June 2, will inaugurate a new series of weather broadcasts, giving conditions that exist more than 100 miles above the earth's surface. By means of these new broadcasts, engineers will have current information on a region that reflects back broadcast waves and thus makes long distance radio transmission possible. Programs, to be aired three times every Wednesday over a national hook-up, will enable radio experts to ascertain the height of the "radio roof" which varies hourly as well as seasonally, and so use the best adapted frequencies for long distance communications via radio.

KSTP "Moving Day" Special

St. Paul—Something new in the way of a moving day broadcast was aired by KSTP Saturday, opening sharp at 7 a.m. and signalling the Bedouin trek of 5,000 Twin City families. Shot was carried from the home of the first man to move in the Twin Cities. Special everters combed the cities, found the first guy to pack up his duds, moved its mobile short wave transmitting unit right to the house, talked with the man and wife about the job ahead of them. Show developed many good humorous angles.



"GILMORE CIRCUS"

Gilmore Oil Co.
KFI (NBC Coast Red), Saturdays,
7:30 p.m. PST.
Raymond R. Morgan Co.

GOOD VARIETY SHOW MATERIAL CRAMPING ITS STYLE BY TRYING TO HOLD CIRCUS ATMOSPHERE.

In its second airing since NBC took over production responsibility, Gilmore Circus' revised form misses being a swell variety show by cluttering up the half hour by building circus atmosphere, and then tearing it down with lovely choral music and other equally inappropriate numbers for a circus bill.

Show opens with bad imitation of Ken Murray's "That Man's Here Again," followed by doleful choral singing of "Circus Is Coming To Town." Should open with the Gilmore lion growl.

Cliff Clark, original barker, whoops her up for a circus,—only to have his atmosphere torn down by Paul Taylor choral group's singing of Song of India—which, outside of a purported circus program, would have been magnificent entertainment.

Felix Mills band is the only thing, outside of Cliff Clark's barking that is both truly circus and swell entertainment, although Cliff Arquette's Aunt Addie comedy is both a high spot of the program and near enough circus atmosphere to be bracketed with the Mills band.

Producers should make it a circus—or, better still, make it a Gilmore varieties.

"CIVIC SALUTES"

Sustaining
WINS—N. Y. State Broadcasting
System, Tuesdays, 8:30-9 p.m.

NEW SERIES OF SALUTES TO CITIES IN THE NEW YORK METROPOLITAN AREA.

While it is not uncommon for the networks to give various cities a sendoff in the course of a commercial or otherwise, WINS inaugurates a series designed to plug the leading cities of the Metropolitan area. First city to get a break was Bayonne, N. J. Announcer came in during the opening bars of organ music and after a short spiel gave way to Mayor Richard F. Donohue, who further extolled the virtues of the city. Some historic facts had already been given by the announcer and the Mayor mentioned the civic progress, such as reduced taxes and general city prosperity. Other city officials were heard as to industrial, social and cultural advantages of the town as a place to live or conduct business.

Bayonne high school double quartet of mixed voices contributed vocal relief. Of this, there could possibly be more, such as a band of some sort since there is a considerable talk in the same vein. However, a half hour is a long time in which to laud most any town and WINS seems more than

generous yet it is a good move. The Borough of the Bronx is in line for next week's program. Not a poor idea for audience building and goodwill.

"CABIN IN THE PINES"

A. N. Smallwood
WOR, Tuesdays and Thursdays,
7:15-7:30 p.m.

Jay Lewis Associates

GENERALLY BRIGHT PROGRAM OF VARIETY ENTERTAINMENT EMCEED BY BROKENSHERE.

With an apt title for its real-estate selling purpose this quarter-hour of music and songs, with Norman Brokenshire as emcee, is a tuneful and pleasing affair. Stuart Churchill, with a clear tenor voice, and The Radioettes, girl harmony trio, do the vocalizing and make it enjoyable. On the first airing, Churchill did "Never In A Million Years" and "Summer Night," while the trio delivered "Susan Brown" and also served for the theme.

A. N. Smallwood himself was introduced and gave a rather lengthy talk on the home development site, which is named Smallwood, N. Y.

Same sponsor also has Dr. Frank Payne in an afternoon spot on WOR.

"SERENADE AT NINE"

Sustaining
WMCA — Inter-City Network,
Tuesday, 9-9:30 p.m.

FEDERAL THEATER PROJECT WITH A RAFT OF GOOD SINGERS ENTERTAINING WITH MUSICAL COMEDY AND POP TUNES.

Group of WPA singers of mixed voices and soloists have extended their previous quarter-hour period to a half hour for the new spring series. Group seems to have good direction and good taste in selecting one or two popular tunes and for the most part musical comedy and operetta songs. Orchestra and organ both aid with accompaniments and the execution is spirited in manner, while the voices, both as to chorus and soloists, are good.

Makes a good half-hour of musical fare, not too heavy, yet substantial. If cost of show would not be too high, it would seem likely that a sponsor would take an interest in the proceedings—if they allow such things on WPA Federal Theater projects.

"PAST MASTER PROGRAM"

(Manuel and Williamson
Harpischord Ensemble)

Sustaining
WJZ-NBC Red network, Tuesday,
10-10:30 EDT

GOOD CLASSICAL MUSIC PROGRAM USING NUMBERS FROM PAST CENTURIES.

Though appealing almost solely to cultivated music tastes in its present form, this program of classical bits dating back as far as the 16th century is a first-rate offering of its kind. A

F.T.C. CASES

Cease and Desist Orders

Capital Bakers, Inc., has entered into a stipulation with the Federal Trade Commission to discontinue advertising to the effect that its "El Aguinaldo Cuban Honey Bread" contains certain health-producing properties, when, in fact, according to the stipulation, the results obtained from its consumption are no different from those obtainable from use of any ordinary type of bread containing honey.

Prohibiting certain unfair representations in the sale of a cosmetic product, the Federal Trade Commission has entered an order to cease and desist against Hec Barth, trading as Hec Barth Laboratories and Dark-Eyes Laboratories, Chicago. The eyelash darkener is known as "Dark Eyes."

little interspersed commentary to arouse interest and aid appreciation might give it more extensive appeal.

Originating from Chicago, the program caught this week (third in the series) included a Pasquini sonata for two harpsichords, Haydn's "Gypsy Rondeau," "Siciliano" and "Fugue" from Bach's Concerto in D Minor for three harpsichords and strings, two old French dances including a musette and a sailor's dance, and Handel's "O Had I Jubal's Lyre" from "Joshua" with Madeline Reinecke, soprano.

Philip Manuel and Gavin Williamson, organizers of the ensemble, are surrounded by a group of instrumentalists who are members of the Chicago Symphony Orchestra. They include, Dorothy Lane, one of the three harpsichordists; David Van Vactor, flutist; Leonard Sorkin and Armand Roth, violinists; Milton Preves, at the viola, and Dudley

Random Comments

Boake Carter, in his 6:45 p.m. CBS news airings, has sounded a bit tired lately. Not as much pep or incisiveness as formerly. Doing too much work, maybe. Gabriel Heatter seems to be holding up well under his multiplying stints—or have we got him mixed with Edwin C. Hill?

Dave Schooler, in his initial remote from Blossom Heath via WOR on Tuesday at 7:45 p.m., had an interesting arrangement of "Mr. Ghost," also "Love Bug" and other good entertainment in the very entertaining Schooler style.

Rhoda Arnold, who was given an airbreak Tuesday night on Hammerstein Music Hall over CBS, displayed an unusually fine soprano voice in "Cheri, je t'aime." She ought to go places.

Nellie Revell, in "Neighbor Nell" over WJZ on Mondays, Wednesdays and Fridays at 1:15 p.m. is very pleasant listening.

|||
OF COURSE

|||
We'll be there. Radio's own daily newspaper will have a complete staff in Chicago covering the coming important N A B convention in June.

|||
RADIO DAILY

|||
will be right in the center of things with special convention issues every morning so that Radioland will know what's what

|||
EVERY DAY

|||
It looks like the greatest convention ever. Never mind if you're too busy to be there. Read RADIO DAILY every day and you'll still be in

|||
CHICAGO

★ F. C. C. ★ ACTIVITIES

APPLICATIONS RECEIVED
Broadcasters, Inc., Gastonia, N. C. CP for new station. 1420 kc., 100 watts night, 250 watts day, unlimited.

C. P. Sudweeks, Spokane. CP for new station. 950 kc., 500 watts night, 1 Kw. day, unlimited. Install directional antenna for day and night use.

Airfan Radio Corp., Ltd., San Diego. CP for new station. 1420 kc., 100 watts, unlimited.

APPLICATIONS RETURNED
Jonas Weiland, New Bern, N. C. CP for new station. 1210 kc., 100 watts, unlimited.
National Battery Broadcasting Co., St. Paul. CP for new high frequency station. 25950 kc., 1 Kw.

Central California Broadcasters, Inc., Berkeley. CP for new relay station. Frequencies not stated, 10 watts.

APPLICATIONS GRANTED
Mutual Broadcasting System, Inc., Chicago. Extension of authority, to exchange programs with CKLW, Windsor, Ontario, and the Canadian Broadcasting Corp.

WFIL, Philadelphia. Auth. to transfer control of corp. to Strawbridge & Clothier and Lit Brothers. 560 kc., 500 watts night, 1 Kw. day, unlimited.

Crosley Radio Corp., Cincinnati. CP for new relay station. 1606, 2022, 2102 and 2758 kc., 50 watts.

City of New York. Dept. of Plants and Structures, N. Y. CP for new relay station. 1622, 2058, 2150 and 2790 kc., 40 watts.

WIS, Columbia, S. C. CP for new relay station. 31100, 34600, 37600 and 40600 kc., 2 watts.

Oregonian Publishing Co., Portland. CP for new relay station. 31100, 34600, 37600 and 40600 kc., 2 watts.

Champaign News Gazette, Champaign, Ill. CP for new relay station. 39700, 39900, 40800 and 41400 kc., 10 watts.

SET FOR HEARING
WDSU, Inc., New Orleans. CP for new station. 1500 kc., 100 watts night, 250 watts day, unlimited.

EXAMINER'S RECOMMENDATIONS
WJAR, Providence, R. I. CP for increase in power to 1 Kw. night, 5 Kw. day, 890 kc., unlimited, be granted.

KDON, Del Monte, Cal. CP for change in power and frequency to 1400 kc., 250 watts, 1 Kw. LS, unlimited, be granted.

Salinas Newspapers, Inc., Salinas, Cal. CP for new station. 1390 kc., 250 watts, daytime, be denied.

Walter H. McGenty, Rice Lake, Wisc. CP for new station. 1210 kc., 250 watts, daytime be granted.

APPLICATIONS DISMISSED
R. W. Page Corp., Phenix City, Ala. CP for new station. 1240 kc., 250 watts, unlimited.

ACTION ON EXAMINER'S REPORTS
Following applications were all denied.
Ventura County Star, Inc., Ventura, Cal.
Ted R. Woodward, Kingsport, Tenn., Valley Broadcasting Co., Pomona, Cal.
Pottsville Broadcasting Co., Pottsville, Pa.
Brownwood Broadcasting Co., Brownwood, Tex.
Sweetwater Broadcasting Co., Sweetwater, Tex.

HEARINGS SCHEDULED
May 14: Louisville Broadcasting Co.,

ONE MINUTE INTERVIEW

JACK JENNEY

"Sponsors are strangely disinterested about new radio ideas until some concern making the same kind of what-ever-it-is launches something that is novel and different. Then the fur begins to fly and you have a number of imitations which sort of makes you tired of the whole business. A little more initiative on the part of sponsors would give the radio picture a worthwhile relouching."

★ Coast-to-Coast ★

EDDIE CANTOR, Parkyakarkus and **Rubino** are staging a grand reunion Sunday, when Eddie will have the dialectician and the violinist as guests on his CBS broadcast.

William Barclay, organist, is providing a four-times-weekly program over WBAP, playing from the main dining room of the Blackstone Hotel, Ft. Worth.

WBAL, Baltimore, has inaugurated another service program in the form of local live stock market reports on Monday and Thursday noon. "Your Good Health", another WBAL series, is hitting a popular chord and getting excellent speakers.

Margie Ann Knapp, young singer, will be heard again on WHN at 5 p.m. today and 9 p.m. Friday with Don Albert's orchestra.

Armand Basile, 15-year-old Union-town musical prodigy, appears on the Mutual system via WCAE, Pittsburgh, in a special quarter-hour recital at 2:45 p.m. Saturday.

Earl Harper's airing of the baseball games of the Newark Bears over WNEW will be heard at a new time, 3:45-6 p.m., starting today.

Edwin Otis of Cohasset, Mass., joined the announcer staff of WNAC-Yankee network studios in Boston this week. His background has been extensive in that he has appeared as a vocalist over the NBC, was announcer and program director with several stations.

Jack Light, Assistant Manager of WTAR, Norfolk, goes to hospital for second operation on his eye, from which a cataract was removed recently.

Louisville. CP for new station. 1210 kc., 250 watts, daytime.

Louisville Times Co., Louisville. CP for new station. 1210 kc., 100 watts, unlimited.

Harold F. Gross, Lansing, Mich. CP for new station. 580 kc., 500 watts, 1 Kw. LS, unlimited.

KRKD, Los Angeles. Auth. to transfer control of corp. 1120 kc., 500 watts, 2½ Kw. LS., share time.

May 24: Voice of Detroit, Inc. CP for new station. 1120 kc., 500 watts, 1 Kw. LS., unlimited.

Carolina Advertising Corp., Columbia, S. C. CP for new station. 1370 kc., 100 watts, 250 watts LS., unlimited.

May 27: Virgil V. Egans, Gastonia, N. C. CP for new station. 1420 kc., 100 watts, unlimited.

Lawrence K. Miller, Pittsfield, Mass. CP for new station. 930 kc., 250 watts, daytime.

June 15: Robert E. Clements, Huntington Park, Cal. CP for new station. 1160 kc., 250 watts, daytime.

Key City Broadcasting Co., Kankakee, Ill. CP for new station. 1500 kc., 100 watts, unlimited.

Gerald Travis, La Porte, Ind. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

Robert Raymond McCulla, Oak Park, Ill. CP for new station. 1500 kc., 100 watts, daytime.

Northwest Research Foundation, Inc., Seattle. CP for new station. 1530 kc., 1 Kw., unlimited.

June 16: WDRC, Hartford, Conn. Auth.

Because Norfolk's Dog Show was at a country club and inaccessible for lines, William Cox, Virginian-Pilot scribbler, dashed to WTAR studios with fistful of remarks plus a few pups for atmosphere. However, latter got mike fright and refused to bark for their air audience.

Foster May, WOW (Omaha) news editor, has started devoting the last five minutes of his 5:45 p.m. news cast to a thumbnail interview on some local story when the news warrants it.

When the biggest fire in the history of the Union Livestock Company Yards at South St. Paul broke out last week, KSTP, Twin City indie, was able to land a showmanship punch by including a shot direct from the scene in its regular 10:15 p.m. newscast. KSTP was able to land swell on coverage of the fire through its mobile short wave transmitting unit because of a recent special events cast from adjacent Swift & Co. plant.

Every Sunday in 1937, Syracuse station, WSYR brings to the microphone eight unemployed who are picked by the State employment office in the city. Program is sponsored by Wesley's Furniture and has not only produced scores of jobs for the jobless, but furniture sales. The human interest true stories also have developed tremendous listener appeal—one of the most popular shows ever staged in up-state New York.

The weekly WPA "Portraits in Oil" series of dramatizations of the lives of great painters, formerly heard over WHN on Wednesdays, is now broadcast hereafter on Mondays from

Bud Sweeney, formerly with WHK, Cleveland, has become a staff member of WHKC, Columbus.

Fitzgerald Show Switching

Ed Fitzgerald variety program on WOR-Mutual will be heard Wednesdays, 9:30-10 p.m., instead of Thursdays starting next week.

Rodeheaver on WOR

Homer Rodeheaver, song leader formerly with Billy Sunday, starts a thrice-weekly WOR series titled "Gospel Hymns" on Monday at 8:45-9 a.m.

for booster station. 1330 kc., 250 watts, synchronize with WDRC.

El Paso Broadcasting Co., El Paso, Tex. CP for new station. 940 kc., 1 Kw., unlimited.

World Publishing Co., Tulsa, Okla. CP for new station. 940 kc., 1 Kw., 5 Kw. LS., unlimited.

KGKL, San Angelo, Tex. CP to change frequency and power to 940 kc., 1 Kw., 5 Kw. LS., unlimited.

Southern Minnesota Supply Co., Mankato. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

Hickory Broadcasting Co., Hickory, N. C. CP for new station. 1370 kc., 100 watts, daytime.

PROMOTION

300,000 Booklets Mailed

More than 300,000 copies of the pamphlet, "Nine Tricks with the Lettuce Bowl," have been distributed by local merchants in response to radio announcements by Mrs. Ida Bailey Allen, WHN's home economist heard daily 10:30-11:30 a.m.

Only method of obtaining literature was by requesting it in stores and only knowledge of it came through Mrs. Allen's WHN talk. Sponsors of product, Iceberg Lettuce, will use Mrs. Allen in their national campaign soon to start.

Added drawing power of Mrs. Allen is shown in distribution of 5,000 Doubleday-Doran book lists of what to read, obtainable only by writing to station. Announcement, made only once weekly on Thursdays, has been running six weeks.

Musical Membership

Dave Baylor, announcer at WGAR, Cleveland, answered the call of swing by producing a series of daily "Round and 'Round Society" meetings. Each week's climax is the Saturday night "Soshul" to which the public is invited.

The daily programs build up to a membership drive. To date, over a six-month period, better than 4,000 persons have requested and received membership cards.

Type music is naturally "swinging," using new wide range transcriptions of popular "ride" bands.

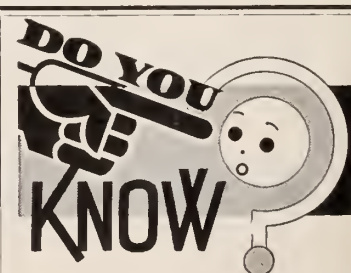
Popularity Contest

A series of 42 spot announcements is being used by Knothe Furs Inc., New York City, over WFAS, White Plains, to publicize a popularity contest along with making a bid for the Westchester fur fashion trade. Listeners are invited to write for descriptive booklets offered by the sponsor, giving rules of the contest and a participation blank.

KMAC Promotion Piece

"Turnips for Watches" is the title of a new promotion piece put out by KMAC, the live-wire NBC station in San Antonio managed by Howard W. Davis. The implication is that somebody may have been sold a turnip for a watch.

Story of an account that increased sales 347 per cent via KMAC also is included.



The voltaic cell is named after Alessandro Volta, who invented it in 1794.



VOL. 1, NO. 63

NEW YORK, N. Y., FRIDAY, MAY 7, 1937

FIVE CENTS

Nationwide Biz Sets Peak

TALENT DEALS CLOSED BY NBC COAST OFFICE

West Coast Bureau, *RADIO DAILY*
Los Angeles — Dena Harshbarger, coast head of NBC's Artist Bureau, back from New York and Chicago where she reports having talked to 485 contract people and brought back a flock of picture deals. Among deals closed are:

Film rights for serial, "Today's Children."

Arranged to bring Florence George, light and grand opera soprano, and strong on good looks, here for picture work.

Arranged to bring the singer Hildegarde out immediately after her return from London, where she rushed for the coronation.

Lined up picture contract for the
(Continued on Page 3)

Radio Gets Facilities In Hindenburg Disaster

The facilities of all networks and local stations in the New York area were given full rein last night in broadcasting the Hindenburg disaster. NBC, CBS and Mutual rushed mobile units to Lakehurst immediately upon receipt of the news. Special wires were installed at the field.

WHN flashed the first bulletin at 7:30 p.m., only a few minutes after the explosion. NBC cut into programs at 7:37 while CBS made a first flash at 7:45, Mutual at 7:44 and WMCA at 7:49.

Van Cronkhite Plans Film-Track Programs

Deals are being worked out with film producers by John Van Cronkhite, president of Van Cronkhite Associates Inc., Chicago, whereby
(Continued on Page 3)

Definitely Out

Cincinnati — Convinced that the word "definitely" is being over-worked on the air, as well as in print and in conversation generally, President L. B. Wilson of WCKY has ordered the news staff and continuity department of the station to discontinue using the word except in quotations or where it is positively required.

Fly to Hear Lohr

Kansas City — Herb Hollister, manager of KANS, Wichita, did not know until Wednesday that Lenox R. Lohr, NBC prexy, was to address the Chamber of Commerce here that day. So Herb called Charles C. Theis, prexy of KANS Broadcasting Co., who pilots his own plane, and convinced him of the desirability of flying to hear Lohr. On their way they stopped at Topeka and picked up Don Searle, manager of WIBW, who also is interested in KANS. The trio got here just in time to hear Lohr talk on television. Fifteen minutes after the talk, they were winging back to Topeka and Wichita. Ellis Atteberry, manager of KCKN, Kansas City, Kas., also came over.

CBS WILL SHORT WAVE DAILY STARTING MAY 12

CBS yesterday announced that a regular broadcast schedule for daily transmission to Europe and the British Isles over its new high powered short wave transmitter, W2XE, will be inaugurated May 12. Operating with a peak power of 40 kw, W2XE will be officially opened at 5 a.m. with a dedicatory program. E. K.
(Continued on Page 4)

Program is Spotted On Elusive Schedule

Dallas — An unusual schedule of broadcasts has been worked out on KRLD for its "Lovely Lady Program", sponsored by Bond Pharmaceutical Co.
(Continued on Page 3)

Lohr Says Most of Country May Never Have Television

Television Network Now Held Possible

Creation of a nationwide television network with assured performance is now possible as a result of reduction in cost of the coaxial cable strung by
(Continued on Page 5)

NAB Reports March Gross Sales 24.6% Over Year Ago — Biggest Gain in Non-Network Field

GULF SUMMER SHOW STARRING VON ZELL

Gulf Oil Corp. yesterday announced through Young & Rubicam, agency handling its Sunday night broadcast, that plans for a summer series had been completed. Phil Baker leaves the program for the summer following the June 27 broadcast. On July 4 the new series will premiere with Harry Von Zell as emcee and star, Oscar Bradley's orchestra and guest stars. Program will give Von Zell his first chance to star in his own right. In the past he has announced shows, and at times stooged for Baker and Fred Allen. Show retains its 7:30-8 p.m. period on the CBS network and will continue to air over its present hook-up of 59 stations.

\$40,000 to be Spent On WSOC Improvements

Charlotte, N. C. — WSOC plans to spend about \$40,000 for improvements as soon as its application for 1,000 watts power on a frequency of 600 kc. is acted upon by the full FCC. The changes already have been acted upon favorably by an FCC examiner.

A new high fidelity transmitter, super-fine power plant and a newly designed "directive" antenna are among the improvements planned. Transmitter and its new building
(Continued on Page 5)

By GEORGE W. MEHRTENS
Washington Bureau, *RADIO DAILY*

Washington — Total broadcast advertising in March amounted to \$11,628,154, an increase of 14.2 per cent over February level and gain of 24.6 per cent over level of last March, according to National Association of Broadcasters.

Gross sales of time for the month were the greatest in history, being slightly above the total recorded for
(Continued on Page 8)

GOLF TOURNAMENTS ARE SIGNED BY CBS

CBS program department under Lawrence Lowman, vice-president, has just signed the United States Amateur Golf Ass'n for exclusive rights to broadcast the four leading tournaments this organization sponsors each year. They are: U. S. Open, U. S. Amateur for Men, U. S. Amateur for Women, and American Pub.
(Continued on Page 6)

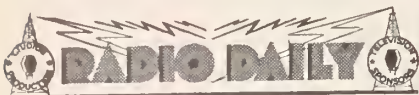
John Dodge Appointed WRC-WMAL Sales Head

Washington Bureau, *RADIO DAILY*
Washington — John H. Dodge has been appointed to succeed Vincent Callahan as sales manager of WRC-WMAL, effective May 17. Dodge has been a member of the NBC Washington sales staff for the past three years. Callahan as reported in *RADIO DAILY*, yesterday goes to WWL, New Orleans, as general manager.

Reaction Survey

Kansas City — M. F. Allison, publicity director at KMBC, is conducting a survey in an effort to determine the psychological reactions of certain types of audiences to various radio programs.

Working with him in making the test is Professor Byron C. Sharvis of the department of psychology at the University of Kansas, Lawrence, Kas.



(Registered U.S. Patent Office)

Vol. 1, No. 63 Fri., May 7, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Merseau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk and Verne Bailey, 6425 Hollywood Blvd. Phone Granite 6607. Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

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FINANCIAL

(Thursday, May 6)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	168 1/2	166 3/4	168 1/2	— 1/2
Crosley Radio	19 1/2	19 1/2	19 1/2	— 1/2
Gen. Electric	54 3/8	53 1/2	54 3/8	+ 5/8
North American	25 1/2	25 1/4	25 1/2	—
RCA Common	9 3/4	9 1/2	9 3/4	+ 1/4
RCA First Pfd.	70 1/2	70 1/2	70 1/2	+ 1/8
RCA \$5 Pfd. B.	(97 1/2) Bid		110 (Asked)	
Stewart Warner	19 1/8	18 1/2	19 1/8	+ 1/2
Zenith Radio	35 3/4	35	35 3/4	—

NEW YORK CURB EXCHANGE

Hazeltine Corp.			
Majestic			
Nat. Union Radio	2 1/4	2 1/4	2 1/4

OVER THE COUNTER

	Bid	Asked
CBS A	52 1/4	54
CBS B	51 1/2	53 1/4
Stromberg Carlson	14	15

Using Trailers to Plug New Don Lee Program

West Coast Bureau, RADIO DAILY

Los Angeles—Don Lee net is borrowing a leaf from the movies to exploit its new Frank Watanabe (sustaining) feature which starts out of KHJ on May 10. Two five minute transcriptions go on daily, announcing coming of the series, sampling the stuff of the principal characters. Eddie Holden, creator of the part, here, working with his cast that includes William Austin and Georgia Fifeild. Series titled Frank Watanabe and the Professor, gets a night spot, Mondays through Fridays, on Don Lee coast net.

MARTIN BLOCK'S "MAKE-BELIEVE BALLROOM"

A WNEW FEATURE
1250 Kc.

10 to 11 A.M. - - - 5:30 to 7 P.M.

Part Remote Fools Sponsor

KUOA, Siloam Springs, Ark., recently saved a commercial program in a way unusual even in the colorful radio industry. A utilities company sponsored a daily noonday talent broadcast featuring a male quartet. The program was very successful, both from the station point of view, and the sponsor point of view. Several months ago when KUOA's transmitter and master control room were in Fayetteville, a remote studio was maintained in the present location, 30 miles away, at Siloam Springs. The studio staff was centered at Siloam and all commercials originated there. An announcer was kept at Fayetteville in case the line should fail, and for transcribed programs. The bass in the quartet on the utilities program was an announcer, and because of somebody's mistake was found to be in Fayetteville without relief in sight fifteen minutes before the quartet was due to appear from the remote studio thirty miles away. The phone line buzzed with business for 10 minutes, and when the station break was made preceding the quartet program all sounded under control, and when the quartet broke into the theme, every voice was there! Not one listener knew that the Bass of the Ozarkians was standing just 30 miles from the rest of the boys. All wore phones, and the control man mixed in proper quantities, and the boys like to do the stunt so well, that they did it for a week. The sponsor didn't even get wise!

Educational Institute Looks to Expansion

Columbus—Expansion in the field of educational programs was seen by delegates to the Institute for Radio Education held here the first half of the week. Through admitting difficulties in the way of interesting commercial cooperation with this type of radio offering, a more promising outlook was noted.

Among speakers at the conference were Walter Pierson of CBS, New York, who told of the importance of sound effects and engineers; Ernest La Prade of NBC, speaking on music; Rikel Kent of WLW, on production of dramas; Levering Tyson of the National Advisory Council on Radio in Education, on studio techniques; Irving Reis of CBS, on dramatic technique; H. V. Kaltenborn, CBS commentator, and others.

B. S. Moss to Survey Foreign Television

B. S. Moss, who sails tomorrow on the Rex, will visit England and study latest television developments with a view to bringing back complete television broadcasting and receiving equipment for installation of the lounge of his new theater now being built at Broadway and 49th St. Moss also will tour the continent and expects to return about June 15.

Would Tag Foreign Articles

Washington Bureau, RADIO DAILY

Washington—Representative Martin yesterday introduced a bill, H. R. 4960, providing that radio announcers shall at the beginning and end of each broadcast clearly state the name of country of origin of imported articles. Measure was referred to the House committee on interstate commerce.

Drops Suit Against RCA

By mutual consent of both parties involved, John S. Aurynger, plaintiff, and RCA, defendant, the opinion handed down April 19 by Federal Judge John W. Clancy, dismissing the suit against RCA was accepted as final yesterday. Aurynger had charged infringement of his patent on improvements for condensers.

Delegates are Named For Bucharest Confab

Washington Bureau, RADIO DAILY

Washington—The President has approved the following delegates to represent the U. S. in the fourth International Radio Consulting Committee meeting starting May 21 at Bucharest, Rumania: Dr. J. H. Dellinger, Bureau of Standards, chairman; Capt. Stanford C. Hooper, U. S. Navy, vice-chairman; Lieut.-Col. D. M. Crawford, U. S. Army; E. K. Jett and Gerald C. Gross, FCC; Frances Cold De Wolf, Dept. of State; Col. J. Carroll Cone, Dept. of Commerce; William W. Schott, American Legation, Budapest; James C. McNary, engineer, representing NAB.

"Thrills" Gets 3 Years For Union Oil Company

West Coast Bureau, RADIO DAILY

Los Angeles—Union Oil Company's "Thrills" has not only extended its 13-week contract on NBC—the first time any Union Oil program has renewed an air show—but has signed for three years, the Lord & Thomas, agency, announces.

Dorothy Lamour on C. & S. Show

A readjustment of the Chase & Sanborn show which originates from Hollywood next Sunday night over the NBC-Red network calls for the addition of Dorothy Lamour and the postponing of the schedule appearances of Richard Rogers, Lorenz Hart and Ray Middleton until the May 16 broadcast. Others who will appear Sunday are Ann Harding, W. C. Fields, Don Ameche, Werner Janssen as musical director, and Edgar Bergen.

Leo Says
TONIGHT'S BEST BET:
8 to 9 P.M.
WHN Movie Club with
Phil Regan as guest star.
WHN DIAL 1010
AFFILIATED with M-G-M & LOEW'S

COMING and GOING

MARTIN W. SPECTOR flies to Miami today on business. Will be gone about one week.

WINI SHAW returns to New York today from Cleveland, where she closed an extended vaudeville tour yesterday.

MACK MILLAR has gone to Washington on business, and will return over the week-end.

SHEP FIELDS and his orchestra went to Washington yesterday to open at Earle Theater.

JAMES KENNEDY, JR., of the Chicago offices of J. Walter Thompson is visiting in New York for one week.

JOHN FITZGERALD, CBS assistant director of special events, in Detroit today, in Chicago Friday and Saturday. Back in New York Monday.

VICK KNIGHT leaves today by auto for Hollywood. He will stop off in Cleveland to pick up MRS. JANICE KNIGHT and their two children, who rushed to that city yesterday because of a death in the family.

B. S. MOSS sails tomorrow on the Rex for England.

CHARLES SMITH, associate in the office of Dema Harshbarger, coast head of NBC Artist Bureau, is on a trip to Chicago and New York.

DON FRANCISCO, former vice-president in charge on the coast for Lord & Thomas, is back from abroad and returning to Hollywood.

HERB MORRISON, announcer, and CHARLES NEHLSSEN, engineer, made a trip by plane from Chicago to Lakehurst, N. J., to get a transcribed picture of the arrival of the Zeppelin Von Hindenburg for WLS.

Pantages Coast Series Makes Its Debut May 26

West Coast Bureau, RADIO DAILY

Los Angeles—Lloyd Pantages, former Hearst paper columnist, has been signed by A. J. Krank Co. (Lather Cream and Lemon Cleansing Cream) to do a Wednesday evening chatter program on CBS Pacific Coast net, starting May 26. Will use same title on air he used in papers—Lloyd Pantages covers Hollywood. Will inject variety by dramatic vignettes pieced into the chatter.

U. P. Answer Delayed

Counsel for United Press obtained an extension of time in which to file an answer to the libel suit instituted against the news association by Transradio Press. Transradio action in N. Y. State Supreme Court, is for \$50,000 on alleged libel contained in a promotional communication.

"BARON MUNCHAUSEN"

JACK PEARL

RALEIGH and
KOOL CIGARETTES

WJZ-10 P. M. E.S.T.—Friday
NBC Network

Dir.: A. & S. LYONS, Inc.

PROMOTION

KCKN Enterprise

A summary of special community coverage features aired the past month by KCKN, Kansas City, Kas., just prepared by General Manager Ellis Atteberry, reveals two "firsts" for the station.

One was a daily broadcast direct from the Midwest Philatelic Exposition in the new municipal auditorium. Ralph Nelson, special events director, described the famous stamp collections.

The other was a play-by-play broadcast of indoor polo games direct from the Kansas City, Mo., Police Department's Horse Show and Sportsmen's Exposition, also handled by Nelson.

Eighteen other special features were broadcast by KCKN in April.

Talent Deals Closed
By NBC Coast Office

(Continued from Page 1)

comedy team, Fishface and Figsbottle.

Signed Gertrude Berg to return to do another picture for Sol Lesser.

Signed Nadine Conner in New York, arranged for her appearances on "Show Boat," which soon starts airing from Los Angeles.

To complete pending deals, Charles Smith, associate in Miss Harshbarger's office, is on a trip to New York and Chicago.

Van Cronkhite Plans
Film-Track Programs

(Continued from Page 1)

he will have exclusive rights to use material from movie sound tracks for radio programs, along the lines of a miniature "Hollywood Hotel". Van Cronkhite's idea is to build half-hour shows using songs and other sequences from films, giving the programs sponsorship possibilities. The pictures would get their usual credit. Van Cronkhite returned to Chicago yesterday and plans another New York trip next week.

Store Window Tieup

Webster-Eisenlohr has taken the front window of the Schulte cigar store, corner Fifth Ave. and 42nd St., to promote the Henrietta cigar and tie-in with the "Today's Winners" program which is aired every night over the Inter City network by Bob Carter. Display uses a \$500 Currier & Ives print of the famous racer, Lexington.

LOUIS ARMSTRONG

AND HIS ORCHESTRA

Fleischmann's Yeast, Fridays,
NBC Blue, 9 P. M.

JOE GLASER, PERSONAL MANAGER
ROCKWELL-O'KEEFE, INC.

"VANISHING NEW
YORKERS"

Sustaining

WMCA - Intercity Network
Wednesdays, 8:45-9 p.m.

NOVEL AND INTERESTING SERIES ON
DISAPPEARING OCCUPATIONS.

Put on by WMCA's special events department, this series dealing with New Yorkers whose occupations are going out of use makes an entertaining novelty. The stories are embellished with appropriate poetic readings, such as "The Village Blacksmith," and vocal renditions like "The Anvil Chorus" in the case of the blacksmith who was the subject of the second program. There is also some commentary by a narrator. The interviewing end is handled by Frankie Basch. Continuity blends all very smoothly.

First of the series dealt with the last local cowboy, the chap who rides in front of approaching trains on the west side. Next week will be the last of the lamplighters.

The questioning by Miss Basch brings out the interesting aspects of the disappearing vocations, and

prove informative as well as entertaining. Music for the programs is supplied by Roy Campbell's Beau Brummels and Jack Ward at the organ.

"YOUR HIT PARADE"

American Tobacco Co. (Lucky Strike cigarettes)

WEAF - NBC - Red Network,
Wednesdays, 10-10:45 p.m.

Lord & Thomas

MARK WARNOW ARRANGEMENTS ARE
PLEASING AND CHOICE OF TUNES GIVE
PROGRAM VARIETY.

In the first of a new series of "Hit Parade" programs, Mark Warnow and his orchestra started off with "How Could You," the tenth tune, and wound up with "Boo Hoo," the number one tune of the week. Change of pace throughout the program made it easy listening. For a novelty touch, Warnow offered "Minuet in Jazz," taken from Paderewski's "Minuet in G."

Winifred Cecil, formerly of "Show Boat," was the guest soloist for the evening and offered the old favorite, "My Hero," from the "Chocolate Soldier." Well done.

NEW PROGRAMS—IDEAS

Democracy Series Popular

WGAR, Cleveland, has been presenting a series of programs titled "Taking Democracy Seriously" with gratifying success. The series is sponsored by the Adult Education Association of Greater Cleveland. Its membership is made up of leaders in the civic, legal, industrial, religious and educational sides of the city's life. Speakers in the 13-week group of programs have been drawn from these classifications and newspapers in Cleveland have completely "covered" the series with their following detailed accounts.

Listeners were invited to write their own essays on how the "Take Democracy Seriously." Melvin Lathrop, a college professor won the award.

Series on Advertising

WGAR, Cleveland, is broadcasting a series of programs on advertising titled "Industry Talks." The programs will be heard weekly, presenting advertising and sales heads of some of the nation's largest industries having headquarters in Cleveland.

Industrial heads already scheduled are Stanley Knisely, advertising manager of the Republic Steel Corp.; R. D. Packard, vice-president of the Standard Oil Co. of Ohio, and Clarence Huber, president of the A. K. Akeman Co.

The series is prepared by the Bu-

reau of Research of the Advertising Federation of America.

New Mobile Job to Derby

NBC dispatched its new mobile transmitter, built under supervision of Howard Lutgens, chief engineer, Chicago, to Louisville for tests on the derby premises before using it next week. It's a slick blue and silver job, light and fleet, storage batteries having been eliminated for a gasoline driven motor, that will do sixty miles an hour. Unit has a 50 watt intermediate frequency transmitter for stationary work, and 40 watt ultra high frequency one for mobile jobs. Engineers M. W. Rife, R. A. Limberg, R. E. Brooks, E. A. McCormack, F. C. Schnepfer, G. J. DeVlieg, H. D. Royston, C. L. Pierce and M. H. Eichorst all took a hand in helping design and construct the bus which was built at Checker cab works, Kalamazoo.

RECORDINGS

Productions -:- Transcriptions

Sound Reproductions Corp.

17 West 46th St.
New York City

Telephone
BR 9-8265

GUEST-ING

LARRY COLLINS, recently on Joe Cook's program, has been booked by the Central Artists Bureau for the Fred Allen show, May 12 (NBC-Red, 9 p.m.).

LOU HOLTZ, on Lanny Ross' "Show Boat," May 13 (NBC-Red, 9 p.m.). Nadine Conner also on program.

JOHN CHARLES THOMAS and MRS. SARA DELANO ROOSEVELT, on Mother's Day program, May 9 (NBC-Red, 2 p.m.).

PHIL REGAN, interviewed by Radie Harris, tonight (WHN, 8 p.m.).

LARS LUNDQUIST, Swedish dialectician, on Al Pearce show, May 11 (CBS, 9 p.m.).

SID GARY, on first of new Broadway Melody Hour series, May 12 (WHN-WOR, 8 p.m.).

DOROTHY THOMPSON (Mrs. Sinclair Lewis), on "Magazine of the Air," May 10 (CBS, 11 a.m.).

VIOLET HEMING, ROBERT WEED, STUART ALLEN and TESS GARDELLA (Aunt Jemima), on Hammerstein Music Hall, May 11 (CBS, 8 p.m.).

CHARLES WINNINGER, ANITA LOUISE and GEORGE BRENT, on "Hollywood Hotel," May 13 (CBS, 9 p.m.).

A. L. ALEXANDER, on Joe Cook's Shell show, tomorrow (NBC-Red, 9:30 p.m.).

Program is Spotted
On Elusive Schedule

(Continued from Page 1)

Seeking to "catch listeners instead of holding them", the programs are given Sunday, Monday, Wednesday, Thursday and Saturday of each week, but at a different time each day. Featured entertainers are Ira Mae Nethery, harpist, Bobby Brooks, soloist, with Eva Mayo doing the commercials. Product is "30-40 Wafers", a reducing formula.

Install New WTAR Antenna

Norfolk—Dr. G. H. Brown, antenna expert, is spending the week in Norfolk supervising the installation of WTAR's new directional layout in Glen Rock. Dr. Brown and J. L. Grether, chief engineer of station, are directing proceedings.

THE SONGBIRD OF THE SOUTH

KATE
SMITH

A & P BANDWAGON

THURSDAYS

CBS NETWORK 8-9 P.M., E.S.T.

EXCL. MANAGEMENT TED COLLINS



ARRIVAL and crash of the Zeppelin von Hindenburg at Lakehurst, N. J., yesterday, on its first 1937 transatlantic flight, was covered with ingenuity by WLS. Herb Morrison, announcer, and Charles Nehlsen, engineer, planed to New York with special recording apparatus and plans for a complete news-transcription to be rushed back to Chicago by plane and put on the air immediately.

"Surprise Party," the Willys-Overland show with Kay Kyser, will emanate from South Bend, Ind., May 9, at 10 p.m. over the Mutual.

CBS Will Short Wave Daily Starting May 12

(Continued from Page 1)

Cohan, CBS director of engineering, and William Lewis, v.p. in charge of programs, will make the opening addresses. Later the same day the coronation happenings will be picked up from CBS and BBC.

A new program department, headed by Elizabeth Tucker, formerly of the CBS general engineering department, has been formed and will devote its time exclusively to W2XE. Special event programs, in foreign tongues, are now being readied by Miss Tucker.

Licensed to operate on 5 different frequencies, W2XE will be heard from 7.30-10 a.m. EDST on 21,520 k.c., 1-2 p.m. EDST on 17,760 k.c., 3-6 p.m. EDST on 15,270 k.c. The 6,120 k.c. band will be used for transmissions to Latin and South American countries while the fifth frequency, 11,830 k.c. will be held in reserve until further tests indicate the period of its maximum usefulness.

1	9	3	7
SUN	MON	TUE	WED
4	5	6	7
10	11	12	13
16	17	18	19
22	23	24	25
28	29	30	

May 7-9

Greetings from Radio Daily

to

Georgie Stoll
Morton Bowe
Carlton Kelsey
Sam Herman

William L. Hoppes
Red Nichols
Capt. Tim Healy

Bill Adams



● ● ● Gladys Swarthout show folds May 16 with the Saturday Night Party moving into this available time the Sunday following.... "Today's Children", which just completed its fifth year on the air, has been renewed for 52 more weeks.... Lucille Manners makes her first N. Y. theater appearance starting May 22 (for two weeks) at the Roxy.... Thomas Thomas will be the star of "Show Boat" when it comes from the west coast.... Lennie Hayton sans band may go west for commercial demands.... Phil Baker and his gag writer, Hal Block, composed a tune called "Devotion".... Vick Knight will not handle the last "We, The People" show next week—because he left for the coast to start his new job today.... Cross and Dunn have been held over for three more weeks at the Chez Paree in Chicago.... Benny Fields and Shep Fields play the Sun and Surf Club the 27th.... Harriet Hilliard refused to make records for RKO unless Ozzie Nelson's band supplied the music—so a "master" was made here, shipped to the coast, and Harriet's voice dubbed in.... Encyclopedia Britannica will go on the air via WOR with Al Mitchell the "Answer Man" three times weekly—adding 15 minutes to a current sponsored show.

● ● ● Irving Reis, CBS engineer and writer, will not join the proposed organization, American Association of Radio Directors, which is planned as an ethical exchange and cooperative group.... Bill Murphy of the Getts office is having trouble jibing air offers with lecture dates of Mrs. Martin Johnson.... Roy Wilson of Wilson, Powell & Hayward established some sort of a record recently.... He sold the Kate Smith Show to General Foods, Frank Parker to Chesterfield and Singin' Sam to Coca Cola—all within three days.... Gwen Jones, girl-wonder of "Gangbuster" productions, goes down the Hudson River with the N. Y. Police Dept's Harbor Squad on warm afternoons.... Louis Armstrong did a vocal with Andy Iona's Hawaiian band for Mills records.

● ● ● John Reber's presence on the west coast is to take charge of the inauguration on the Don Ameche show Sunday.... Frank Parker's All-Stars meet Ruby Newman's All-Stars Sunday in Central Park and Roger "Slugs" Douless will hold down third base for Parker's team.... Mack Goldman relates the story about Russ Morgan being dined by a music publisher in the hope of getting a break on a song.... Russ kept insisting that his knowledge of music was far above par even though he did work in mines.... "And remember," he persisted in saying, "I'm still a darn good miner".... To which the publisher said: "You may be a miner to everyone else—but, to me, you're still a MAJOR!"

● ● ● The program director at KCKN, Kansas City, was christened William Hazelle and sings in St. Paul's Episcopal choir under that name.... He uses the name of Karl Willis on the air.... A choir director of another church was seeking a soloist and called Hazelle by phone.... Bill told him that he wasn't able to make the engagement, whereupon the c.d. asked him if he could recommend the air singer Karl Willis.... For a gag, Hazelle gave Willis a build-up to the c.d. Bill hung up and was telling the joke to others on the staff when the phone rang asking for Karl Willis.... He answered as Karl and was embarrassed to find himself talking to the choir director, who had wasted no time in making his second call.



IN spite of the imposing array of big names, Don Ameche's new Chase & Sanborn program is going to strive for an air of decided informality, says J. Walter Thompson office. Artists will help do the scripts to get their individuality into them.

Will Aubrey, just back from Australian engagements, has been signed by Federal Outfitting to do a five-times-weekly song and patter series on KEHE.

May Co., department store, trying out a three-times-weekly series to plug its music department, with Dave Platt, instructor, presenting department's pupils in "Accordion Time." Account placed direct, over KFAC.

Through Jefferson Kay Wood agency, May Co. has set a weekly 15-minute program featuring O. Paul, songs, to plug RCA Victors and records one week, Norge Refrigerators, the next.

Ed Stodell of Stodell agency is following L. A. Times news period on KFAC with five-minute program, News Behind the Headlines, Stodell giving inside color stuff on story of the day.

Jay Simms added to announcing staff of KFWB.

Standard Radio Library service has been signed on by KOKO, new La Junta, Col., station, starting on the air May 15.

Sonja Henie has been signed for appearance on Chase & Sanborn program of May 23.

Bob Burns leaving this week for a hideout hunting and fishing trip with his brother. Bought fishing and camping supplies, insists trip has nothing whatever to do with recently announced engagement to his secretary Harriet Forster.

Jerry Cooper, who arrived Monday, has been rehearsing Hollywood Hotel cast, preparing to take over the Fred MacMurray spot tonight. Charles Winninger to be guest next week in "The Go Getter," with Claudette Colbert doing scenes from "I Met Him in Paris" the program of May 16.

Don Francisco, Lord & Thomas ex-vice-pres in charge on the Coast, due home next week, having arrived in New York from London where he has been for the past three months.

Eddie Peabody's new Technicolor short will be previewed next week before the radio audience that hears the Peabody weekly broadcast in the new KFWB studio auditorium, which has motion picture and sound equipment.

WITH THE ★ WOMEN ★

By ADELE ALLERHAND

UNLESS the omens lie, Gertrude Lawrence, now being wafted Europeanward, will cut a swathe as Wallie Simpson's bridesmaid.... La Lawrence has just negatived offer to contribute 125 words anent the festivities to a popular national weekly, at a gasp-making price.... Gertrude Niesen, throbbing throated thrush, won't appear on the Ed Wynn show Saturday.... she's ill.... Sheila Barrett, the one-gal satire, will replace her.... Trini Plaza, Spanish nightingale of the boites de nuit (night clubs to you), to guest-warble for Adam Miller on WINS "Theater Guide", Saturday A.M.... Greta Palmer, who'll appear on the "Heinz Magazine of the Air" May 17, attempts a Pacific interlude with one article sold to Sat. Eve. Post dubbed "A Truce with Men".... Another, which looks like a non-sequitur to us, is "June Brides", which appears in June "Good Housekeeping".... The torch-singing brunette breather with the Carl Ravell Band is Gail Reese, who is very knowing, vocally....

Ida Bailey Allen, WHN's sorceress of the saucepans, is back at her Port Jefferson summer home, making things grow in her 1500 square feet of arable ground.... Florence Schilling, now the "Jane" of her "Home-makers" program (she replaced Betty Worth), will be heard as Nanette in "Mlle. Modiste".... WHN's "Early Bird's" Jacqueline Dewitt, got her ether start with British Broadcasting.... Alma Graef, sec to Bert Lebar, WMCA sales manager, and Anne Goodman, fiddling femme of that station, are planning a four-week cruise to Mexico City come next month....

Fanchon, of Fanchon & Marco may tread the airplanes very soon.... 15-year-old Betty Jane Atkinson, mistress of the violin, will appear as performing guest on "Heinz Magazine of the Air" May 14.... The teens-age prodigy will be interviewed by Leonard Liebling of Musical Courier.... Mrs. Chandler Sloan will head a group of 50 femmes of the "Business Women's Council of the Friendly League for Christian Service" in a program to be heard over WHN Saturday at 545 P.M.... Virginia Clark, the name part in "Romance of Helen Trent" was once "Miss Little Rock" in a beauty contest.... was also runner-up for "Miss America" at a later date....

RADIO PERSONALITIES

No. 36 in the Series of Who's Who in the Industry

OB. HANSON, NBC chief engineer, has been with the network since its inception in 1926 when it took over WEA, then owned by AT&T. Hanson's radio career began in 1912 at the old Marconi School, New York, now known as the RCA Institute. Later he was a ship operator and in 1917 joined the Marconi Co., working up to chief testing engineer. In 1920 he returned to ship operating. Shortly thereafter he joined WAAM, Newark, N. J., one of the pioneer broadcasting stations and stayed with this company until he joined AT&T in 1922 as assistant plant engineer. Hanson designed the old NBC studios at 711 Fifth Ave., and the Chicago studios in Merchandise Mart. When the plans for the news studios in Radio City were being drawn Hanson was in charge of all design and construction. He now has his hands full of design and construction details what with New York, Hollywood, WTAM, WRC-WMAL, WBZA, KGO-KPO, WGY, all NBC owned and operated stations, planning or have under construction new studios and in some cases transmitters. Not content with these details Hanson is also in charge of all NBC television experiments and is a member of the RCA television committee.



Radio career dates back 25 years.....

ORCHESTRAS - MUSIC

BENNY GOODMAN and ork will musicmake for the undergraduates at the U. of P. Ivy Ball.

Glen Gray and his Casa Loma contingent spent yesterday in New York in preparation for today's appearance in Troy, N. Y.

The Freres Kenny, Nick and Charles, and Hugo Rubens, have completed two ditties, one of which, "Skyscraper Sky", will probably be used by Ruby Newman as theme song in the "Rainbow Room". The second one, a sequel to "Carelessly", on which Bernie Maltin collaborated, is titled "What Ever Happened to You".

Dusty Roades and his lads, all of whom hail from Omaha, have been signed by Rockwell-O'Keefe.

Maestro Lee Shelley and ork will either go commercial on a local program or into the Van Cleve Hotel, Dayton, O.

Benny Fields has recorded the second of his new series for Irving Mills. The disk, under the Variety label, includes two of his long-established favorites, "Melancholy Baby", and "I'm Sorry, Dear".

Johnny Fielder rounded up the local ride men for a jam session in KONO, San Antonio, one afternoon

and the lads played "Honeysuckle Rose" for 15 minutes without stopping. Included in the line-up were Don Sarli, John Fielder, Buck Carr, Bruce Munson, Richard Ketner, Bill Cass, Marty McCorb and other musicians.

Joe Venuti and his band played two nights out at Olmos, San Antonio, recently.

Columbia's "Story of the Song" series presents a list of talented younger singers from the United States and Europe for the spring and early summer programs broadcast over CBS Tuesdays, 3:30-4 p.m. Max Panteleieff, the Russian basso, will be heard on the May 11 program, and Madeleine d'Avezzo, Gallic soprano, and Hubert Hendrie, American baritone, on May 18.

Peter Chambers, bass baritone, who'll be heard over WINS tomorrow at 2:15 p.m., has been signed by Alexander Smallens to appear with the N. Y. Philharmonic at the Lewisohn Stadium, June 30 and July 1, in the production of Richard Strauss' opera, "Salome". Chambers vocalized in opera throughout Europe for several years prior to his recent return to these shores.

George Olsen and ork are scheduled for a guest appearance in San Antonio in the not-too-distant future.

Benny for Texas Expo

Dallas—Jack Benny and Mary Livingston will appear July 3-5 at the Greater Texas and Pan-American Exposition here, according to announcement by George Marshall, director of entertainment. Ted Fiorito's Orchestra will also appear at the Exposition on the same dates.

Bill McCune Adds to Band

Bill McCune and his Staccato Styled Music, which returns to WOR-Mutual the third week in May, starting their third year on this network, has augmented the band by adding a trio of two violins and an accordion. Their musical aggregation now numbers 13.

NEW PATENTS

Radio and Television

Compiled by

John B. Brady, Attorney

Washington, D. C.

2,078,974—Modulating System. Robert R. Riesz, Mt. Vernon, N. Y., assignor to Bell Telephone Laboratories, Inc.

2,078,994—Demodulator. Loy E. Barton, Collingswood, N. J., assignor to RCA.

2,079,057—Thermionic Cathode. Paul T. Weeks, Cambridge, Mass., assignor to Raytheon Production Corp.

2,079,085—Electron Tube. Johannes Richter, Otto Shriever, Fritz Schroter and Wolfgang Federman, Berlin, Germany, assignors to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,079,134—Oscillating Radio Receiver. Frederick E. Terman, Stanford University, Calif., assignor to Heintz & Kaufman, Ltd.

2,079,137—Fluid Cooled Tube. Russell V. Varian, San Francisco, Calif., assignor to Farnsworth Television, Inc.

2,079,163—Electron Gun. Bernard C. Gardner, Philadelphia, Pa., and Archibald H. Brolly, Palo Alto, Cal., assignors to Farnsworth Television, Inc.

2,079,205—Apparatus and Method for determining Field Strength. Glenn D. Gillett, Englewood, N. J.

2,079,231—Condenser Construction. Franklin S. Smith, New Haven, Conn.

2,079,248—Ultra High Frequency Magnetron Discharge Tube Circuit. Karl Fritz, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,079,309—Temperature Compensating Condenser. Melvin V. Weiss, Haddonfield, N. J., assignor to RCA.

2,079,354—Vacuum Seal. Dewey D. Knowles, Wilkinsburg, Pa., assignor to Westinghouse Electric & Mfg. Co.

2,079,362—Relay Tube. Harvey C. Rentschler, East Orange, N. J., assignor to Westinghouse Electric & Mfg. Co.

2,079,444—Operating Point Control for Thermionic Devices. George W. Fyler, Schenectady, N. Y., assignor to General Electric Co.

2,079,445—Control Apparatus for Radio Receivers. Richard J. Glass, Columbus, O.

2,079,446—Over-Modulated Protective Device. Alfred N. Goldsmith, New York, N. Y., assignor to RCA.

2,079,477—Photoelectric Tube. Soichiro Asao and Miyuki Nagashima, Tokyo, Japan, assignors to General Electric Co.

\$40,000 to be Spent On WSOC Improvements

(Continued from Page 1)

will be located three and a half miles from here on the Statesville Road, where WSOC owns 20 acres. The station is an NBC affiliate, and the contemplated increase in power will give NBC primary coverage in both of the Carolinas.

Television Network Now Held Possible

(Continued from Page 1)

A. T. & T. between New York and Philadelphia for experimental purposes, RADIO DAILY is advised by Electrical Research Products, A. T. & T. subsidiary. Tests on the cable have completely fulfilled all laboratory calculations, it is stated.

Stand By for a Radio Flash

You're a Hit!

FULL DANCE ORCHESTRATION—50c

WHITNEY BLAKE MUSIC PUB.
1585 Broadway New York City

STATION-STUDIO
and
TRANSMITTER

EQUIPMENT

NEW DEVICES
and
IMPROVEMENTS

Latest Technical Developments and Activities in Radio and Television

ELABORATE NBC SET-UP FOR AIRING CORONATION

One of the most elaborate short-wave transmission set-ups in the history of radio will serve NBC listeners during the six hours of the Coronation ceremonies which will be brought from London and rebroadcast over the NBC Blue and Red networks from 5 until approximately 11 a.m., EDT, Wednesday.

During those hours, all of the 23 directional aerial arrays of the British Broadcasting Corp.'s great British Empire Station at Daventry, outside of London, will be simultaneously in operation. The five Empire transmitters, three of them of 50 kilowatt power, will be linked to the 550 steel poles of the aerial arrays by six miles of open-wire feeder lines. One or more of the transmitters, depending on the requirements of technical conditions, will be used to carry the Coronation happenings to NBC listeners.

Never before has an international short-wave broadcast been as complex, both in the number of points or origin and in the remoteness and number of points of destination, as the one to which Americans will listen through NBC networks on Coronation Day. The Daventry station, usually on the air to serve the Dominions and other distant parts of the British Empire 18 hours and 35 minutes a day, will remain on the air the entire 24 hours of Coronation Day.

From pickups along the six miles of the procession in London, from various points of vantage on higher ground above it, from inside and outside Westminster Abbey, the sound picture of the events will travel through five sub-control points and two central control points to Broadcasting House in London. Then it will go by cable to Daventry to be relayed to the receiving station of the Radio Corporation of America at Riverhead, Long Island, from where it will go to American listeners via NBC's master control in Radio City, New York.

MOTION PICTURE LIGHTING AND EQUIPMENT CORP.

WE FURNISH
Electrical Lighting Equipment of Any Kind
For Studios—Productions—Premieres

244-250 WEST 49th STREET
New York City Tel. CHic. 4-2074

Beer Mug Transmitter Being Built at WSOC

Charlotte—Plans are being made and the engineers are at work at WSOC designing, redesigning, wiring, unwiring and all in all developing what promises to be something very interesting and still practical for outside pickups where wire connection with the station is not possible, and where a pack or mobile transmitter would prove cumbersome and unwieldy. WSOC experts hope to present a "beer mug transmitter" within the next few weeks. This piece of portable equipment derived its name from its appearance. It is just slightly larger than a good sized beer mug and has two ear-shaped handles. The microphone is mounted on the side of the case so that the announcer will find it very much like drinking beer, in appearance, when he works the small pack. Preliminary tests have already been made, and the WSOC Program Director, Paul Norris expects to have a regular series of new "Beer Mug Transmitter" tricks scheduled very soon!

190' Vertical Antenna Being Built by WFAS

White Plains, N. Y.—A new 190-foot vertical antenna has been ordered for the WFAS transmitting plant located atop the Roger Smith Hotel, it is announced by Frank A. Seitz, president of the station. Order has been placed with Lehigh Structural Steel Co. Total height of the tower will be about 300 feet above street level, making it the highest structure in Westchester County. It is expected that the aviation lights atop the radiator will constitute a land-mark visible from the shores of the Hudson to the west, and Long Island Sound to the East.

Electrically, the antenna will increase audibility by about 200 per cent, according to preliminary estimates by Chief Engineer Harry C. Laubenstein, extending not only the range, but the dominant-signal area over a much wider scope.

This will mark another milestone known for its energetic policy since in the rapid expansion of WFAS, inauguration in August, 1932. In 1934, in the height of the depression, WFAS took the lead in what is thought to be the first regular printed house-organ to be issued by a broadcasting station, the WFAS NEWS, which now has reached a readership distribution of about 7000 per issue. In the fall of that year, construction was begun on the WFAS Sky Salon, regarded as a model studio layout for a local station, atop the Roger Smith Hotel. The Sky Salon was dedicated in January, 1935. In June, 1936, the station dedicated its new, especially designed Moller two-manual pipe organ, and in December installed high-fidelity Presto recording equipment.

Multi-Purpose Mike Put Out by American

West Coast Bureau, RADIO DAILY

Los Angeles—A new multi-purpose microphone was recently put on the market by American Microphone Co. Inc. It comes in two designs, D-5 and D-5-T, the latter being high impedance.

Mike is of the most rugged type and its life of trouble-free operation is said to be indefinite. Among its highlight features are: small size, low-level mixing, consistency of response characteristics of all units, immune to temperature changes, freedom from wind noises, semi-directional, close or distant pickup, moving coil, permanent magnet dynamic, etc.

Complete details are contained in the company's catalogue sheet No. 25A.

Radio Plane Landing System

International Telephone & Telegraph announces that installation of the first Lorenz radio landing system in an American plane had just been completed. It will be given its first demonstration in this country by the American Airlines on May 11-12. With the new system, radio is entirely depended upon to land a piloted airship. Visual and audible radio signals give pilot exact position in relation to his position to the landing field, and continued signals lead him to runway. The Lorenz radio system is now in use in 35 airports in Europe, and is regarded as the most advanced radio direction service in existence.

Balancing Machine

Chicopee Falls, Mass.—A new dynamic balancing machine for use in the production of motor armatures, turbine rotors, fans and various devices having rotating parts used in the radio field, will soon be put on the market for manufacturers' use by the Westinghouse Electric & Manufacturing Company at its local plant.

MOBILE TELE STATION READY FOR CORONATION

London — A mobile station is in readiness for the biggest challenge television has had to date—the Coronation. Gerald Cock, director of television, and a big staff will broadcast their pickups on a micro-wave-length to Alexandra Palace, headquarters of BBC's television headquarters, for relay via the main television transmitters.

Three Emitron cameras connected to Alexandra Palace by co-axial cables will also be used as the "eyes" of the outfit. No film is used. The scene is focused on to a plate which turns the varying degrees of light and shade into electric impulses so minute that they must be amplified 2,000,000 times before they leave the transmitter.

U. S., Foreign Equipment For Russian Television

London—In addition to equipment said to have been ordered from RCA Victor in America, the Soviet government, which now has a big television center under construction in Moscow, has placed an order with Scophony Ltd. here for its system giving pictures up to 5x4 feet in size.

The Soviets also are building television equipment of their own for a station in Leningrad. A third television station is planned in Kiev.

Golf Tournaments Are Signed by CBS

(Continued from Page 1)

lic Links tournament on the West Coast. Contract is signed for a period of years.

CBS also have an announcement in a few days regarding broadcasts of the Professional Golf Ass'n tournaments. Another deal in the works is the possibility that the U. S. Lawn Tennis Ass'n can be prevailed upon to sell the radio rights to its tennis matches.

That the golf and tennis games will be open for sponsorship is apparent. Ted Husing is slated to do the play-by-play descriptions of the amateur golf games, and possibly the P. G. A. and tennis games.

STATION IMPROVEMENTS

Boise, Idaho—KIDO has received FCC permission for equipment changes.

Milwaukee — CP to install new equipment has been granted WTMJ by the FCC.

San Francisco — KGGC has been granted CP approving transmitter site and vertical radiator.

Wausau, Wis.—WSAU has been given authority by FCC to make changes in automatic freq. control equipment.

Trenton, N. J.—WORL has asked for CP to make changes in equipment.

Wichita Falls, Tex.—License to cover CP for a new transmitter has been asked by KGKO.

Tulsa, Okla.—KTUL has asked the FCC for CP to install new transmitter, erect a directional antenna for night use, etc., along with increase in power.

Chicago — WCBD has applied for CP to install a new transmitter, vertical antenna and move transmitter.

Philadelphia — WFIL has asked FCC permission to install new transmitter and directional antenna for day and night use, along with increase in power to 5 kw. and move of transmitter.

Savannah—WTOC has asked the FCC for a construction permit to install a new transmitter, along with power increase.

Lansing — Permit to install new transmitter, make changes in antenna, move transmitter and increase power has been asked by WKAR.

Fort Wayne—WGL has applied to FCC for license to cover CP for new antenna and move of transmitter and studio.

Sioux Falls, S. D.—FCC has approved application of KELO to install new equipment and use present KSOO antenna.

Griffin, Ga.—WKEU has been authorized to install automatic frequency control.

Lima, O.—WBLY has asked for CP to make changes in equipment and increase power.

Wenatchee, Wash.—KPQ has asked the FCC for authority to install new equipment and boost power.

Okla. City on Police Web

Oklahoma City—Installation of a powerful transmitter set in the Civic Center courthouse will enable Oklahoma county's crime radio station KGPH, to join the national chain of police stations.

Allen Prescott Renewed

Allen Prescott, NBC's "Wife-Saver" has just been renewed for the next 52 weeks.

200 Artists for Music Week

Chicago—P. Hans Flath, KMBC musical director, selected 200 local musicians and artists for appearance in 11 programs during the national Music Week.

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:
No. 28 of a Series

WJAS—Pittsburgh

1290 K. C.—5,000 Watts Day, 1,000 Watts Night

H. J. BRENNEN
Gen. Mgr.

R. M. THOMPSON, SR.
Comm. Mgr.

HOWARD E. CLARK, Station Mgr.

ON Aug. 4, 1922, the Pittsburgh Radio Supply House was licensed by the Department of Commerce to operate WJAS on 360 meters, 832.8 kc., with 500 watts power. Through a succession of subsequent changes, it acquired the present 1290 kc. and 5,000 watts day and 1,000 watts night, which went into effect April 17, 1936.

The original transmitter was located at 10th St. and Penn Ave., Pittsburgh. In October, 1929, operation was begun from a new location ten miles west of the Point on the Steubenville Pike. Here 15 acres of land were purchased and a new white brick one-story transmitter building, and two 100-foot steel towers were erected. The towers were dismantled in 1932 and 125-foot wood poles were used in their place. On October 24, 1935, WJAS began transmission from another location at 1475 Crane Road in the 20th Ward Pittsburgh. This move placed the transmitter eight miles closer to the point. A plot of 14 acres was acquired and an all-steel and brick transmitter building and a 175-foot steel self-supporting vertical radiator was erected. A very substantial increase in signal in the entire Metropolitan area resulted. A new Western Electric 5 KW transmitter was placed in use when the station began operation from the Crane Road location.

The first studio was at 10th St. and Penn Ave. on the 4th floor of the Pickering Furniture Co. One studio at this location was used till August, 1930. At this time two studios, control room, reception room and three offices were established on the fourth floor of the Law and Finance Building. In November, 1933, WJAS moved into the new studios and offices on the 14th floor of the Chamber of Commerce Building. The new location provides eight studios and individual control rooms, reception room, master control room, and necessary offices. A total of 15,000 sq. ft. of space is occupied.

In 1922, when WJAS first went on the air, four persons were employed to operate the station. The staff grew rapidly and at present some 57 employees are required to conduct its business.

Adequately served by WJAS, the Pittsburgh Metropolitan Area contains about 3,100 square miles and a population of about 3,500,000 people. Being an extremely rich industrial center with a dense population, the district provides fertile territory for the ambitious advertiser.

As a basic member of the Columbia Broadcasting System, WJAS carries virtually all of the network programs and in its listeners finds an appreciative and responsive audience. Early affiliation with CBS permitted the station to carry its first network program on Sept. 17, 1927.

WJAS is heard at intervals in Australia and New Zealand and many places in that general direction, in-between. A very excellent recording was made in England of WJAS reception. This record was sent to the station with the statement that good reception was obtained quite frequently.

Du Mont Oscillograph

Upper Montclair, N. J.—A cathode ray oscillograph, which makes possible a new instrument for the music field, is announced in the latest Du Mont Oscillographer bulletin issued by the Allen B. Du Mont Laboratories Inc. The bulletin also gives some advance information of the new Du Mont Type 164 3-inch oscillograph, and the new Du Mont 2-inch cathode ray tube Type 24-XH.

Vernon Dalhart Signed

Vernon Dalhart, author of a number of song successes, was signed yesterday by Bill Duffield and Ben Greene of National Recordings. Dalhart has just completed a series of Master Recordings.

Big Mail

In the first mail on May 3 the Betty Moore NBC program received 913 pieces of mail, which is more than the program received last year during the week of April 30-May 6.

NEW BUSINESS

Signed by Stations

WPG, Atlantic City

Group of boat builders sponsoring "Ship Ahoy," musical feature, Sundays at 7 p.m.

WFBR, Baltimore

Hauswald's Bakery, "Freshest Thing in Town," thrice weekly.

WTMJ, Milwaukee

Nelson Furniture Co., 15-mins. of disks, thrice weekly.

WNEW, New York

Jiffy Washer, spots during "Mommies With Margot," 13 weeks.

KANSAS CITY

George E. (Doc) Haley, director of national program sales at KMBC, is on a three-week trip east to audition disks of "Phenomenon," new show developed by Arthur Church for utility company promotion.

Jim Banon, formerly with KSD and assistant to France Laux at KMOX, has joined KXBY in charge of UP newscasts and other assignments.

KCMO has sold four daily five-minute newscasts to Kay Bee Stores.

H. R. Makelim, g.m. of KXBY, which recently moved into the Fidelity Bank Bldg., has arranged with the Board of Trade, Live Stock Exchange and other markets to air full market reports.

Midland Broadcasting Co., operating KMBC and the newly formed Midland Television Inc., has signed a three-year lease on the three top floors of the Kansas City Power & Light Bldg. for use by the new vocational school for radio and television technicians and for housing the KMBC facsimile activities.



RADIO DAILY



★ ★ Little Talks on Big Subjects ★ ★

The most COMPELLING of all reading matter is the DAILY newspaper . . . RADIO has its own DAILY newspaper in RADIO DAILY and busy EXECUTIVES everywhere READ it every day . . . A publication that goes DIRECT to the executive is a GOOD advertising medium . . . Not a bad thought to remember when you are PLANNING your next advertising schedule

MARCH GROSS SALES 24.6% OVER YEAR AGO

(Continued from Page 1)

last October. Advertising in all portions of medium increased in volume as compared with previous month, with national non-network business registering greatest gain. Total broadcast advertising for first three months of 1937 amounted to \$32,180,035, a gain of 26.1 per cent compared to corresponding period in 1936.

Continuing seasonal trend, non-network advertising increased 18.5 per cent over February and 35.6 per cent over last March. Although all sizes of stations registered substantial gains, greatest increase occurred in regional station group, which rose to 23.5 per cent over February. New England and Middle Atlantic area led all geographical districts in increased volume, both as compared to previous month and March, 1936.

Transcription volume showed greatest gain of any type rendition, rising 31.2 per cent. Total retail broadcast advertising increased 21.8 per cent over March, 1936. With exception of beverage, confectionery and miscellaneous advertising, all sponsor groups showed gains in national network field as compared to previous month. Gains were general, with greatest increases being recorded in household equipment, soap and kitchen supply, accessory, tobacco and cosmetic sponsor groups.

15 Years for Ed McConnell

Smiling Ed McConnell celebrates his 15th anniversary on the air this Sunday. He started his radio career by "happening in" at WSB, Atlanta, just when a scheduled entertainer had failed to show up. Now broadcasts out of Chicago at 5:30 p.m. EDT, Sundays.

Fenn Joins De'rola

Toledo—Francis Fenn Jr., assistant to the president of Willys Motors, has resigned to become executive vice-president of Detrola Radio & Television Corp., Detroit.

Star Radio Adds 3 Stations

Star Radio Programs Inc. has signed KOBH, Rapid City, S. D., and CKCH, Quebec, for its Morning Bulletin Board broadcasts, and WLBZ, Bangor, for commercial announcement service.

ONE MINUTE INTERVIEW

RICHARD BONELLI

"We have a wealth of talent within our borders, and if these potential artists were given half a chance to develop, the amusing fetish of European superiority would be conquered once and for all."

★ Coast-to-Coast ★

R. R. POWELL, commercial manager of WCOA, Pensacola, commenting on the difficulty of the WDAS script staff in finding enough different adjectives to use for seven refrigerator accounts, thinks maybe his ad men can help out. WCOA has eight refrigerators, and one man writes copy for six of them—all different, too, says Powell. He admits, though that the scripter is in a daze most of the time.

John L. Lewis, the CIO chief, speaks on "The Labor Situation" over CBS at 10:45 p.m. May 14.

Bob Murray, up and coming singer, will be heard again with the Don Albert orchestra over WHN on Sunday at 1:30 p.m. and also at 9 p.m.

Herbert Hoover, talking May 13 at the Boys' Clubs of America convention in the Hotel Commodore, will be aired via Mutual.

Bert Ponard is the new organist heard over Mission Broadcasting down in San Antonio, while Vernon Geyer is now at the KMAC console.

The Five Bon Bons, after a recent personal appearance tour, are back on a Friday night spot at WPG, Atlantic City.

Speaking of summer listening, the June issue of McCall's Magazine, presenting a specially designed ideal warm weather living room, takes special pains to include a radio among the essential furnishings.

The Three Marshalls, NBC's swing harmony trio, will do a special guest appearance at the Rainbow Room today.

During Sunday program from Wesleyan Bible Class over WTAR, Norfolk, president of class stated that so much attention was being called to unrehearsed shows that he would like to point out that their solos, et al, were unrehearsed, too; that "the boys don't know they're going to be called on until five minutes before we ask them."

Winners at the 1937 Radio Stars' Jamboree held at Municipal Auditorium, St. Louis, May 2, under auspices of National Radio Artists Association were: KWK Range Riders

Band for string bands, Natchee's Arizona Indians second place, and Log Cabin Mountaineers of St. Clair third; Roy Fields of KMOX Barnyard Follies in accordion contest; "Cowboy Jack" Monroe first and Betty Jay of KMOX Barnyard Follies second in popular singing contest. Genevieve Kuna of Hank and His Sodbusters on WEW was second to Fields. Guy Blakeman of the Range Riders won the fiddlers contest.

Bob Heiss has replaced Johnny Olson on the "Jam Session," which has been moved to 2 p.m. on Saturdays over WTMJ, Milwaukee.

James Melton, while in Milwaukee for a concert appearance, was interviewed over WTMJ by Nancy Grey.

Edgard A. Thompson, Milwaukee Journal radio editor, has come out from behind his by-line initials of BCL, and now signs his name to his "Riding the Airwaves" column.

Gert Cole, blues singer who will appear with Don Schile and his group on a new WBRY sustainer beginning Monday night at 8, has refused musical offers consistently for that something or someone she prefers about New Haven. The new programs will be called "Music Under the Elms."

Another unique broadcast at WSOC was the setting up of its mobile unit WAAK at one of the municipal sewage disposal plants and giving listeners a description of what happens to sewage. This program was one of the station's "Did You Ever Wonder" educational series.

WDSU, New Orleans, with the use of its short wave unit, WHBD, was able to carry an interesting broadcast when President Roosevelt and his party stopped off in that city recently. Earl Smith covered the event before and after the President's talk.

Carl Hunt, violinist at KMMJ, Clay Center, Neb., went on a reducing diet and after two weeks found himself still registering 255. So he's back on fried chicken, cake and pie.

WSOC, Charlotte, created quite a bit of interest with a local innovation in the form of a marriage performed before the mike.

New Ciggie Program Prospect

Jay Lewis of Jay Lewis Associates announced yesterday that he would leave for Hollywood next month to lineup talent for a network program to be sponsored by the manufacturer of a 10-cent cigarette. Norman Brokenshire will follow Lewis and broadcast his MBS sustaining program from Hollywood.

Cheerio Story in Pop Edition

The "inner circle edition" of 25,000 copies of "The Story of Cheerio" having been exhausted at \$2 a copy, a popular edition designed to sell at \$1.10 is now on the press. Book tells the story of the widely popular NBC network personality and his ten years of service in spreading cheer via radio.

SAYS MOST OF COUNTRY MAY NEVER HAVE TELE

(Continued from Page 1)

are made, President Lenox R. Lohr of NBC declared yesterday in a talk before the Chicago Federated Advertising Club.

Only centers like New York, Hollywood and Chicago have enough live talent to feed television, Lohr pointed out. Size of television scenes, previously limited to a half dozen persons in a 12-foot area, has been increased, Lohr said. Last week a ballroom scene was successfully broadcast by NBC. Several years of headaches are ahead before television is available for advertisers, he stated.

Lohr also pointed to the possibilities of facsimile ultra high frequencies. Facsimile is available in good form now, but is too expensive to be exploited for years.

Guests at the ad club luncheon included Charles G. Dawes, Rufus C. Dawes, Niles Trammell, W. E. MacFarlane, Fred Weber of Mutual, Glenn Snyder, president of Chicago Broadcasters Ass'n, Harry Smith, WBBM sales chief, and others.

Commercial Biz at WPG Is Heaviest in History

Atlantic City—With about \$15,000 in contracts from commercial sponsors obtained in the past two weeks, WPG reports business at the heaviest point in its history.

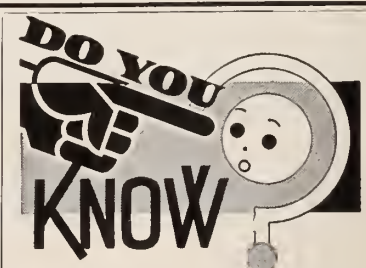
A recent daytime mail survey by the station revealed responses from 26 states and several Canadian provinces.

Deliver Acoustical Paper

R. M. Morris, NBC development engineer, and George M. Nixon jointly delivered a paper on an NBC experiment in testing materials for sound absorption before the Acoustical Society of America this week.

Courtney Signs Dixie Dean

Alan Courtney has signed Dixie Dean, radio and vaudeville artist, for his WNEW "Joymakers" program. The little girl hails from St. Louis, where she won popularity on WIL and KMOX as Baby Helen.



Germany has approximately 8,000,000 radio sets in homes, the greatest number of any European country.



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 64

NEW YORK, N. Y., MONDAY, MAY 10, 1937

FIVE CENTS

Radio's Hindenburg Coup

RADIO ENGINEERS OPEN 25TH ANNUAL MEETING

With about 1,000 delegates on hand, the Silver Anniversary convention of the Institute of Radio Engineers starts its three-day run today in the Hotel Pennsylvania. In addition to five technical sessions, an exhibition of equipment is being presented, and there will be various sightseeing trips for the men as well as the women. Annual banquet takes place Wednesday evening in the ballroom of the Hotel Pennsylvania.

Program of the five sessions follows:

TODAY, 10:30 a.m.-12:30 p.m.
The Origin and Development of Radiotelephony
Lloyd Espenschied, Bell Telephone Laboratories
Transoceanic Radiotelephone Developments
Ralph Bown, Bell Telephone Laboratories.
(Continued on Page 8)

WJTN Starting Today With NBC Programs

WJTN, Jamestown, scheduled to join NBC on May 15, will begin carrying the web's programs this morning.

Off-Air Recordings On Flat Fee Basis

The contingency liability in off-the-air recordings, for filing, checking and audition purposes, will be removed and a definite flat fee set tomorrow by Harry Fox, acting as agent and trustee for copyright owners. Fox is chairman of the board of the Music Publishers Protective Association and is scheduled to have a conference tomorrow with network attorneys. One of the main features of the conference will be an endeavor to arrive at the lowest possible rate.
(Continued on Page 6)

A Snap-Up

Milwaukee — When WTMJ decided to remain on the air all night before the dawn broadcast of the Coronation, Sales Manager Bill Dittman conceived the idea of selling the time from midnight to the start of the crowning proceedings. First call by Nancy Grey of the sales staff, five minutes later, landed Stuart's dress shop as sponsor.

Gellatly Resigns

William B. Gellatly, sales manager of WOR, resigned late last week. He will leave for Bermuda shortly with his family and will engage in business there. No successor had been decided upon up to late Saturday, according to Alfred McCosker, WOR president.

WHN WILL ORIGINATE FOR N. Y. STATE WEB

WHN, already feeding a regular schedule of sustaining and commercial programs to the WLW wire, last Saturday announced that effective today, it will become an originating station for the New York State Broadcasting System. WINS, Hearst owned station, is the regular outlet for the web in New York, but of
(Continued on Page 8)

Consol. Radio Artists Expand Coast Operations

West Coast Bureau, RADIO DAILY
Los Angeles — Consolidated Radio Artists will expand their Hollywood operations and extend their scope to include a setup for selling radio talent, Charles O. Green, president, announced after his arrival from New York and a quick survey of the situation. He will spend the next few days in San Diego, then return here to remain until May 20, when he will release details of the expansion program.

Disaster News is on Air Within a Few Minutes—WLS Gets Dramatic Scoop Recording on Scene

By HOWARD J. LONDON

Within a few minutes after the Zeppelin Hindenburg exploded at Lakehurst last Thursday night, radio stations in the east were beginning to broadcast the news, and inside of 20 minutes the entire country had been informed of the catastrophe through the medium of radio. Newspapers had a bad break, as the evening sheets had printed their last editions and the morning papers mostly were far from press time.

So the radio once more proved itself the fastest medium in news reporting and in summoning help.

WLS' Dramatic Scoop

A notable scoop, and incidentally a dramatic highlight comparable to the Duke of Windsor's farewell address when he left the throne, was scored by WLS, Chicago, as a result of having sent men to Lakehurst with the intention of recording interviews with Hindenburg passengers. Instead, with equipment set up by Presto Recording Co., N. Y., they made a graphic word record of the catastrophe and of the announcer's spontaneous emotional reaction thereto. The announcer was Herbert Morrison. He was accompanied by Charles Nehlsen, engineer.

Morrison and Nehlsen immediately flew back to Chicago with their instantaneous recording, which was aired over the NBC-Blue network, except WJZ, at 4:30 p.m. Friday. At 11:35 p.m. the same night, both NBC-Red and NBC-Blue networks carried the recording, with Morrison on hand for additional comment. NBC broke a rigid company rule in per-

(Continued on Page 3)

TEXAS BROADCASTERS WILL MEET ON JUNE 5

Longview, Tex.—Annual meeting of the Texas Broadcasters Ass'n has been set for June 5 at the Texas State Hotel, Houston, it is announced by James R. Curtis, secretary.

A session of a general nature will be held in the morning, while the afternoon will be given over to group meetings of the program division, technical division and sales division of radio stations.

Several prominent speakers from out of the state have been invited. There will be entertainment for the ladies and a banquet in the evening. Curtis is head of KFRO here.

\$75,000 KMPC Outlay On Modernization Work

West Coast Bureau, RADIO DAILY
Los Angeles — Immediately following word that the FCC had approved transfer of KMPC to the ownership of G. A. Richards, the station announced plans for spending from \$50,000 to \$75,000 in remodeling, re-equipping with newest broadcasting equipment.

Leo B. Tyson will continue on as general manager in charge.

Richards, former owner of the De-

(Continued on Page 4)

★ THE WEEK IN RADIO ★

... A Special Events Workout

By M. H. SHAPIRO

WITH the "event" in question most unexpected, and men away either on Coronation or Kentucky Derby biz, the Hindenburg disaster seemingly caught the major webs unprepared—but not for long. No newspaper or press association crew could have gone into action any faster in an effort to bring first-hand information to millions of ears keyed to the receiving sets...and the listeners got the best that the individual stations or networks could possibly provide, not as purely a matter of being the first to do this or that, but rather as a public service...and no expense was considered too great to present fast and authentic word pictures to a vast waiting audience...

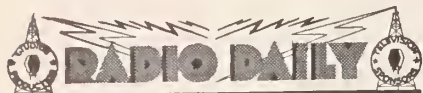
April gross billings for the networks showed a gratifying gain over the same month a year ago, while nationwide gross revenue for March was up 24.6 per cent. As usual the non-network field revealed the largest gain...Wind-up of the AAAA convention also brought optimistic feeling, with general advertising showing no signs of slowing its pace as to gains...

Checkup on ad agencies revealed

(Continued on Page 2)

KGGC-KLS Hookup

San Francisco—KGGC here and KLS, Oakland, officially combined their facilities Friday night, forming Bay Broadcasting Co. Mayor Rossi of S. F. and Mayor McCracken of Oakland greeted each other over a special wire beneath San Francisco Bay. The two stations exchanged features, but with each outfit independent of the other.



(Registered U.S. Patent Office)

Vol. 1, No. 64 Mon., May 10, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk and Verne Bailey, 6425 Hollywood Blvd. Phone Granite 6607.

Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.
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FINANCIAL

(Saturday, May 8)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chb.
Am. Tel. & Tel.	167 1/2	166 3/4	167	1/2
Crosley Radio	20	20	20	1/2
Gen. Electric	53 5/8	53 1/4	53 1/4	1/2
North American	25 1/4	25	25	1/8
RCA Common	9 5/8	9 1/2	9 5/8	1/8
RCA First Pfd.				1/8
Stewart Warner	19 3/8	19	19 3/8	5/8
Zenith Radio	35 1/4	35	35	1

NEW YORK CURB EXCHANGE

Nat. Union Radio	2 3/8	2 3/8	2 3/8
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OVER THE COUNTER

	Bid	Asked
CBS A	52 1/2	54 1/4
CBS B	51 3/4	53 1/2
Sitcomberg Carlson	14	15

Coast Disk Firms Merge

West Coast Bureau, RADIO DAILY

Los Angeles—Merger of Bert Phillips' Consolidated Transcription Library with Frank Ausman disking plant announced by Phillips, with headquarters at 6103 Melrose. Phillips getting under way with an all-dramatic transcription library. Will also operate a talent bureau for his own and other productions. Consolidated firm will produce own shows, do general air check and transcriptions.

Sam Woodworth in Hospital

Syracuse, N. Y.—Samuel Woodworth, vice-president of Onondaga Radio Broadcasting Corp. and general manager of WFBL, is in the University Hospital of the Good Shepherd with severe back injuries. He was struck by a car.

LOUIS ARMSTRONG

AND HIS ORCHESTRA

Fleischmann's Yeast, Fridays,
NBC Blue, 9 P. M.

JOE GLASER, PERSONAL MANAGER
ROCKWELL-O'KEEFE, INC.

★ THE WEEK IN RADIO ★

... A Special Events Workout

(Continued from Page 1)

most of them to be closed on Saturdays, with some keeping a skeleton staff on duty...NBC shows from the Coast increased 121 per cent during the month of March as compared to the same month in 1936...RCA first quarter net up 43 per cent.

That free time on the air is a push-over for some commercial ventures is revealed in RADIO DAILY survey of the time received gratis by a single feature picture that played the Radio City Music Hall...over 545 free minutes being the take, on clever tieups and a few free tickets...Paul Cornell completely severed his connection with the Geyer, Cornell & Newell agency...In New York Supreme Court the Frank Crumit-National Association of Recording Artists suit to restrain WHN from using phonograph records was adjourned by mutual consent until the Fall...

CBS starts a daily short-wave broadcast to Europe over its high-powered transmitter, W2XE...While President Lohr of NBC was telling Chicago folks about television and the possibility of some districts being without it until some radical invention decrees otherwise, the ATT via ERPI says all that the country needs is more coaxial cables and everybody will have tele...but the cable's terrific cost was not mentioned by ERPI...The WLW Line auditioned considerable talent in New York, signing quite a few acts...WHN was the audition spot...

Hollywood was again boosted as the coming coast HQT of NBC, the business offices soon moving down from 'Frisco...Atlantic Refining, heavy baseball sponsor, had 400 games scheduled up to last Thursday.

Eugene Bresson Joins Sound Reproductions

Eugene L. Bresson, president of Bresson Corp., has been elected secretary-treasurer and director of operations of Sound Reproductions Corp., which has just completed a wide expansion program. Studios have been remodeled and wires are now being installed directly to larger local radio stations in New York.

Al Stahl is writing a series of 15-minute comedy sketches for Sound Reproductions. Walter W. Voss and Harold Bresson also have joined the organization. Voss will be an account executive, while H. Bresson becomes chief recording engineer.

Baseball from Housetop

Cedar Rapids, Ia.—When the baseball club stymied WMT by not letting the station into the park to broadcast the Western League baseball games, Commercial Manager Bill Quarton of WMT pulled one out of the hat by renting the roof of a house just outside the center field fence and having Bert Puckett, special events and sports announcer, do his stuff from that position. Puckett says it will work out okay so long as they don't hit too many home-runs over the center field fence.

NBC to Spend \$75,000 On Shortwave Facilities

NBC will spend \$75,000 for complete replacements of all short wave facilities now being used in special event broadcasts, it is announced by O. B. Hanson, chief engineer, who states that the new equipment will be delivered to NBC headquarters in New York, Washington, Cleveland, Chicago, Denver and San Francisco by July. New transmitters will vary in range from a normal range of 1/2 mile to intermediate frequencies with ranges up to 300 miles. Move is being made to speed up NBC's coverage of all special event broadcasts.

S.M.P.E. Completes Convention Program

With the evening of May 28 set aside for a discussion of television, the Society of Motion Picture Engineers has completed the program for its five-day spring convention to be held May 24-28 at the Hollywood-Roosevelt Hotel, Hollywood.

Main item of the television session will be a general paper and illustrations by Ralph R. Beal, research supervisor of RCA, entitled "RCA Developments in Television."

In the sound field, a symposium on transmission meters in which four or five instruments developed in the last year will be described, is of particular interest.

Script Catalog

A 96-page script catalog, containing a comprehensive listing of active scripts available on 24 hours' notice for broadcasting purposes, is being released today by The Script Library, a division of Radio Events Inc.

The catalog, first of its kind, was edited by Georgia Backus, script author and producer, and compiled by Julianne Dupuy. It will be distributed to production officials of stations.

Tito Guizar in Boston

Tito Guizar, Mexican tenor star of CBS, is currently heading the stage show at the Metropolitan Theater, Boston, after a successful week at Loew's State on Broadway. At the conclusion of his Hub engagement, Guizar returns to New York to resume work at WABC before departing for Hollywood under a Paramount movie contract.

Gamage Signed by NBC

Boston — John A. Holman, NBC manager in New England, has signed Edward Charles Gamage, tenor lead of the D'Oyle Carte group, to appear exclusively on the NBC network beginning next fall. Gamage's programs will originate from WBZ-WBZA.

COMING and GOING

JOHN W. ALICOATE, publisher of RADIO DAILY, sailed Saturday for a week's cruise to Bermuda with his daughter, PATRICIA.

JOE BURNS leaves for Chicago to head Major Music office there.

ROSALINE GREENE flew to Seattle to announce Mrs. Franklin D. Roosevelt's program last Wednesday and took the trouble to shuttle to Hollywood and visit several of her friends there. She arrives in New York today via plane to appear with Phil Spitalny's Hour of Charm show from Radio City.

CHARLES DALLAS REACH, head of the Newark ad agency which bears his name, off to New Brunswick, Can., for a two-week fishing trip.

JOHN McCORMICK, new general manager of WKRC, Cincinnati, was in New York last week.

BILLY JONES and ERNIE HARE, featured singers on the Gillette show now in Hollywood, return East in preparation for a new air series.

URIEL DAVIS leaves this week for a two-week business trip West. He will go as far as Denver.

JOE SANTLY leaves for Chicago Wednesday.

E. H. SCOTT, Chicago radio manufacturer, is in Hollywood with a view to selling his "Stradivarius of radios."

CARL GOERCH of "Carolina Chats" over WPTF, Raleigh, N. C., was in Pinehurst attending a Rotary convention over the week-end.

Fourflusher Victimizes Kind Hearts at WHBF

Rock Island, Ill.—Several nights ago a "knight of the road" entered the new studios of WHBF and convinced announcer Bobby Lee that he was the son of the chief engineer of WGBF, Clarence Leich's whistle in Evansville, Ind. Big hearted Lee tried to rent the lad a room in his hotel, but there were no rooms available, so Lee got the key to his pal's room, Roy A. Maypole Jr., producer, and let the tramp sleep in the room. You guessed it—Maypole missed a suit, tie, shirt and the works on his return from Chicago.

In answer to a letter to Clarence Leich, Lee was told that WGBF had no wandering sons gifted with the ability to hornswoggle even tender hearted guys like Lee out of anything. Clarence also advised that the industry be warned against such "atrocities" in the future. Producer Maypole is out a suit, Lee is in a quandry and the hotel manager has his hair down.

Short Wave Equipment Added by WSBT-WFAM

South Bend, Ind.—The South Bend Tribune, operating WSBT-WFAM, recently added new ultra-short wave equipment. For several weeks, WSBT-WFAM engineers, under the supervision of H. G. Cole, have been constructing and testing the new equipment, which is now pronounced in perfect shape for mobile service. Call letters are W-9XSB. Transmitter operates on a frequency of 37,600 kc.

Blair to Handle KOB

Albuquerque, N. M.—KOB, which soon becomes an NBC affiliate, has appointed John Blair & Co. as its national representatives, it is announced by J. C. McGrane, commercial manager.

RADIO'S BIG COUP IN ZEP DISASTER

(Continued from Page 1)

mitting a recording on its networks. Exception was made due to the dramatic content of the record. Just before the explosion Morrison was rambling on serenely about this and that. With dramatic suddenness, his voice breaks and he cries: "It's bursting into flames—it's bursting into flames—oh, this is terrible, it's horrible!" Several times Morrison was so emotionally upset that he couldn't talk, but he snapped back into it each time and provided a memorable recording.

WLS will not commercialize the record in any way, according to word from Chicago, as station officials are opposed to profiting from a disaster.

WHN on Air at 7:30

In the New York area WHN is credited with being the first station on the air with the initial flash at 7:30 p.m. WMCA was a close second with an initial flash at 7:35 p.m. WOR, CBS, NBC and others followed. Within a half hour after the first report of the crash NBC, CBS, and Mutual networks, also WMCA, hurriedly mobilized crews and dispatched them to Lakehurst.

To NBC goes the honors for bringing the first accounts of crash as seen by an eyewitness. Clinton E. Herring, an employee of RCA Radiomarine, was at the field at the time of the crash and walked five miles to a telephone and called NBC, which immediately cleared the network. Broadcast went on at 9:07 p.m. over Red and Blue networks with William Burke Miller, night program manager, interviewing Herring via telephone. At 11:30 p.m. the same night James Begley, KYW program director, was on the air with other eyewitness accounts. Besides the crew from KYW, NBC's Philadelphia station, the NBC Mobile Unit No. 1 went to the scene from Radio City. Announcers used autos and planes. NBC had a crew of 43 in all at the scene. Charles O'Connor and Frank Cody were the announcers.

WOR-Mutual put its first broadcast on the air at midnight from the streets of Lakewood, near Lakehurst, where priests who had just administered the last rites to the dying were interviewed. Six other eye witnesses completed the 20-minute broadcast. At 2:50 a.m., Friday, Harry Bruno, known to many in radio, was interviewed by Dave Driscoll, as to what happened to the ship. Program continued until 3:15 a.m. when network signed off the air for the night. Johnny Johnstone was in charge of the WOR-Mutual activities.

NBC remained open until 3 a.m.

Patents and Trademarks

Protect your most valuable assets.
Expert service. Prompt attention.

Write

LESTER L. SARGENT
Registered Patent Attorney
1115-K St., N. W., Washington, D. C.

Radio Libel Bill Passed in Iowa

Des Moines—Sponsored by the Iowa Association of Broadcasters, House File 302, generally known as the radio libel bill, was passed by the Iowa General Assembly and becomes a law with the signature of Governor Nelson G. Kraschel. In effect the new bill relieves Iowa radio stations of responsibility for so-called defamatory statements uttered during broadcasts by persons not directly connected with the radio stations.

Members of the Iowa association include KFJB, Marshalltown; KFNF, Shenandoah; KMA, Shenandoah; KOIL, Council Bluffs; KRNT, Des Moines; KSO, Des Moines; WHO, Des Moines; WMT, Cedar Rapids; WOC, Davenport; and WSUL, Iowa City. Officers of the association are J. O. Maland, WHO, president, and Earl N. Peak, KFJB, secretary.

CBS and Inter-City until 3:30 a.m., while WNEW was on the air all night as usual. Press-Radio, United Press, Transradio and Universal Service kept their radio service functioning until the stations closed for the night.

Boake Carter Gets It

Boake Carter was the first to break the news over the CBS airwaves and devoted his entire program to the disaster as he did on Friday night. In the absence of Paul White, CBS special events director, who is in London for the Coronation, and John Fitzgerald White's assistant, who was enroute to Detroit, CBS was handicapped too at the start. But under the direction of Fred Willis, assistant to William S. Paley, CBS president, and Don Higgins, CBS publicity director, Ted Husing, John Wolf, Bob Trego, Bruce Fouche, Helen Nolan, Boake Carter, William Perry went to Lakehurst and put a broadcast on from Lakewood at 1 a.m. Later Husing returned to New York and interviewed Martin Sams, an eyewitness, over the network an hour later. William S. Paley, CBS president, and Paul Kesten, vice-president, kept in touch with the studios via telephone.

WMCA sent three crews to the scene Friday night. After its 7:35 p.m. flash, a Press Radio bulletin was given listeners about five minutes later, followed by other flashes from Press Radio and UP. At about 9 p.m., Garnett Marks gave a round-up of the disaster story, supplementing the press service with telephoned data gathered by the news staff of the station. Dick Fishell, special events director, together with Marks and Frank Marx, chief technician, reached Lakehurst, just after 9 p.m. Frankie Basch was pulled away from a dinner party and rushed to the disaster scene to do interviewing. Martin Starr, James F. Clemenger and Anton Leader were other WMCA men on the job. Interviews with eye-witnesses ran until after 2 a.m. Miss Basch and Starr also used the Hindenburg disaster at their "Street Forum" interview topic at 1:30 p.m. Friday.

On Friday, all crews remained on the scene over night. CBS had Ted Husing give a word picture of the wreck as it looked from an airplane. Later in the afternoon Commander Rosendahl was heard over the network in addition to being on the NBC-Red. From Berlin William Shirer was heard over the web in an exclusive broadcast.

NBC Short Wave Broadcast

NBC on Friday had an exclusive short wave broadcast by Hugo

Eckener from Berlin, and early that morning had sent a special program to Germany, via short wave, carrying an eye witness account of the disaster to the German listeners.

Martin Block, WNEW special events announcer, covered for his station and arranged for Joseph Richmond, member of the ground crew at Lakehurst, to be heard on the WNEW, Richmond, whose buddy was killed in the crash, talked at 10:30 p.m. for 16 minutes, and again at 12:43 and 2:15 a.m. Block also did a 1 a.m. program of his own.

In the field for Mutual were Jack Poppele, chief engineer, Dave Driscoll, Bill Maloney, and engineers Charles Singer, George Robinson, Cy Gamblin, John Loss, Charles Davidson, and Howard Barnes, announcers, all of WOR.

David Sarnoff, RCA president, personally supervised NBC's coverage of the disaster, direct from the news room. John Royal, vice-president in charge of programs, was also on hand. Out in the field for NBC were: John Hartley, assistant special events director, Charles O'Connor, Thomas MacFadden, David Casem, John McTighe, Burke Crotty, Tom Riley, and engineers George Milne, A. C. Harrington, Donald Wittemore, Courtney Snell, Max Jacobson, Dewey Stugell, Coleridge Hutson. Vance Babb, NBC manager of press, handled that department. Abe Schechter, NBC news and special events director, and Wayne Randall, publicity director, were out of town. Schechter was in Louisville arranging for Kentucky Derby broadcast, Randall was on vacation.

WINS Does Street Interview

WINS, which had the Hindenburg news on the air at 7:50 p.m. with subsequent follow-ups, set up its Inquiring Microphone at the Criterion Theater on Broadway at 8:15 p.m. and obtained the first man-in-the-street reactions to the catastrophe. Samuel Shere, INS photographer who took pictures of the explosion, was interviewed by Don Dunphy at 8:45 p.m. on his return from the scene of the tragedy.

WBAL First in Maryland

Baltimore—First Maryland station to carry the news of the Hindenburg disaster at Lakehurst, N. J., was

Now Ready: WADE LANE'S HOME FOLKS

A swell 15-minute show at a right price.
Popular songs . . . friendly dialog. SEND
FOR FREE SAMPLES.

MERTENS AND PRICE, Inc.
1240 South Main Street
Los Angeles, Calif.

CRASH NEWS ON AIR WITHIN FEW MINUTES

WBAL. It went on the air with a bulletin at 6:28 p.m. EST (7:28 p.m. EDT), and followed immediately with other flashes.

As the news of the disaster came in, the station was broadcasting a program in which the closing commercial was a welcome to the Hindenburg on its first 1937 visit. Fast action was necessary to substitute other material.

Edward Douglas Among Dead

Edward Douglas of the McCann-Erickson advertising agency was identified late Friday as among the dead in the Hindenburg explosion.

MacGregor Disk Firm Goes on 39-Hour Week

West Coast Bureau, RADIO DAILY

Los Angeles—C. P. MacGregor Co., recordings and transcription library, today puts his entire organization on a 39-hour week, from engineers to office force. MacGregor announced that the cut in hours will not lessen salaries which were upped 10 per cent on Jan. 1, and which will continue as they are.

At the same time he announced establishment of a new schedule to pay for artists with a minimum of \$5 per hour for all time recording or rehearsing, which brings pay for recordings up higher than that paid supporting artists on some of the coastwide net programs where players get flat \$25, but must rehearse from 10 to 25 hours without extra pay.

New scale for artists applies not only for all commercial recordings but also for those used on sustaining or library service.

Musicians will continue to draw union scale.

Estey Miniature Organ

Estey Organ Corp. of Brattleboro, Vt., has put out a miniature organ designed for juveniles but with a tone quality that is said to register over the air like regular grown-up organs.

Dick Liebert, NBC organist, has bought one of the instruments for his seven-year-old daughter, whom he is teaching to follow in his footsteps. Dave Rubinoff also took one of the small organs along to Hollywood.

"BARON MUNCHAUSEN"

**JACK
PEARL**

RALEIGH and
KOOL CIGARETTES

WJZ-10 P. M. E.S.T.—Friday
NBC Network

Dir.: A. & S. LYONS, Inc.

GUEST-ING

ELISSA LANDI, JOSEPHINE TUMMINIA and LIONEL STANDER on Bing Crosby show, May 13 (NBC-Red, 10 p.m.).

EARL OF WARWICK, on Lux Radio Theater, tonight (CBS, 9 p.m.). Joan Crawford, Franchot Tone and Judith Anderson in "Mary of Scotland" is the evening's play.

GLADYS SWARTHOUT, on Ford Symphony program, May 16 (CBS, 9 p.m.).

MADGE MARLEY, on Al Pearce program, replacing Lars Lundquist, who is ill, tomorrow (CBS, 9 p.m.).

BETTE DAVIS and JOHN BEAL in "Another Language," on Lux Radio Theater, May 17 (May 17, CBS, 9 p.m.).

NICHOLAS JOY, on Charlotte Buchwald's The Playgoer, tomorrow (WMCA, 5:30 p.m.).

LOU HOLTZ, on Lanny Ross' Show Boat, May 13 (NBC-Red 9 p.m.).

GALE PAGE, on National Farm & Home Hour, May 12 (NBC-Blue, 1:30 p.m.).

\$75,000 KMPC Outlay On Modernization Work

(Continued from Page 1)

troit hockey team, present owner of Detroit Lions professional football team, owns WJR, the Goodwill station in Detroit, and owns and operates WGAR, Cleveland. He now resides in Beverly Hills.

Station also expects early approval of permission to increase power, and to extend its present part time to full time operation.

Norman McGee Joins WQXR

Norman S. McGee has joined the advertising staff of WQXR.

FCC ACTIVITIES

APPLICATIONS GRANTED
WRC, Washington, D. C. NBC station, increase in power to 1,000 watts day and 5,000 watts night. Also site in Maryland for a new \$75,000 transmitter.

APPLICATIONS RECEIVED
N. B. Egeland, Roland Ia. CP for new station. 1500 kc., 100 watts night, 250 watts day, specified.

APPLICATIONS RECEIVED AND RETURNED
Hebrew Evangelization Society, Inc., Los Angeles. CP for new special station. 1570 kc., 1 Kw., unlimited.
Hebrew Evangelization Society, Inc., Los Angeles. CP for new special station. 1530 kc., 1 Kw., unlimited.

ONE MINUTE INTERVIEW

MRS. MARTIN JOHNSON

"One of the first things a person notices upon returning to this country is the high quality of present radio shows. In comparison with government controlled broadcasting throughout the rest of the world, the programs in the United States are by far the most outstanding."



A REPORTER WITH A CONSCIENCE!

● ● ● In covering Radio Row for this pillar, many tidbits are whispered confidentially or overheard by us....The knowledge that we are spokesman for the trade has been voiced....and sometimes we are asked to air personal peevess, which is out of our line.

● ● ● We often wondered why singers and band leaders avoid song pluggers, many times feeling that they are superior to this group....Don't they know that if it weren't for the "boys," Uncle Sam wouldn't be taking so much for Social Security each week.... The boys, if they really wanted to be mean, COULD ban a singer from using one of their hit tunes—and show us the artist on the air who can get along without a GOOD song!...Then, again, it's the boys, like Mack Goldman, Norman Foley, Jack Bregman, Dave Kent, Harry Link, Charley Ross and the gal, Audrey Collins, who often help a singer "change" his style of delivery so as to really sell a song....We also know of instances where the boys have sorta helped a singer financially until the "break" came....Here's something interesting among this particular group. Though you'd expect animosity and peevess between rival concerns in their attempt to get a "plug," everything is forgotten when the day's work is over and they congregate at various points to talk about their private lives....Incidentally, these boys get around more than others, they hear many things, yet have never attempted to spread a malicious report about ANY artist!

● ● ● Then, there's the artist who just hates publicity—that he keeps awake nights thinking a novel way to get his name in print....He will swear by a newspaperman who is nice—but when a show of his is reviewed and PANNED, he goes running up and down Radio Row screaming "what does so-and-so know about talent. He gets \$100 per week, whereas I get \$40,000 a year singing on a local station. Nuts to him!"....Yes, but let this very same newspaperman RAVE about the show—and the review is FRAMED in gold and the paper reaches a new high in circulation—because he's sending copies, anonymously to the sponsor....Of course, you won't find this practice of beefing among the Jack Bennys, Eddie Cantors, Kate Smiths or Jack Pearls....These artists welcome criticism from newspapermen—because they realize that we are just plain, clean-living people—just like the majority of their listeners.

● ● ● We just learned why Winchell is feared and respected....A few bandleaders wired the columnist saying that they were going to play the songs from his picture on the air—giving him mention as star....This, in the hope of receiving a mention in his widely syndicated column....If he could, The Gray Ghost, would tune his dial to the program—and then go screaming from the room....He'd send a note to the singer or maestro, saying, "PLEASE DON'T play that score! Gordon and Revel will have grounds to sue for PLAGIARISM" or similar wrist-slapping phrases!

● ● ● Another thing we can't understand is why so many people—and important ones at that—haven't a kind word to utter for Phil Lord—and yet he's kept on the air?....Why does Jean Dillon, lovely singer of the Dorchester House in England, replace beautiful Lucille Johnson as soloist in the Paradise's late show?....Both are good air and pictures bets.... We like Estelle Taylor's remark to us the other night after hearing her record the Oscar Shaw musicale....She said that she enjoyed Milton Berle's pest, Jolly Gillette, the sponsor's daughter—and that she would like to go on the air—as the sponsor's missus!

PROMOTION

Blotter Exploitation

When the baseball season opened, KFRO, Longview, Tex., decided instead of trying to broadcast the games play by play that it would have a summary of the games each day. This was put in the form of a five-minute resume of the baseball results each day at 6:30 p.m., and then was sold to a local loan company. In order to merchandise the program the loan company and KFRO put out 10,000 blotters in the trade territory covered by the station. Judging from the results to the loan company, the program has been a success thus far and the station has a high percentage of listeners on the daily sports program.

Music Festival Stunt

Doug Grant, program director for WMT, Cedar Rapids-Waterloo, pulled neat station promotion stunt the other day by making arrangements to broadcast parts of the State Music Festival at the University of Iowa. Event attracts 6,500 high school students annually to Iowa City with parents spending the three days in front of their radios to hear their sons and daughters play a "hot" trumpet and sing a "swing" song.

Station recently completed installation of recording equipment used to re-broadcast the events when time on the air could be cleared.

Runs Trailers in Theaters

To publicize its broadcast of the Coronation, WCCO, CBS station in Minneapolis, ran trailers in leading local theaters, calling patrons attention to the event, for the week preceding the broadcast on May 12.

A full-column display ad plugged the broadcast in the May 11th issue of the Minneapolis Star. Regular publicity releases were sent by the station to all leading Northwest newspapers.

Hotel on Air 14 Years

Chicago — Edgewater Beach Hotel, now with a WBBM-CBS line, has started its 15th year of broadcasting.

Hotel Music Ruling Is Made Permanent

New York Hotel Statler Co. has been perpetually enjoined from "public performing for profit," through the instrumentality of master radio receiving sets, the musical composition, "As We Part" by Federal Judge John M. Woolsey in United States District Court.

Judge Woolsey awarded damages and costs of \$500 to the Society of European Stage Authors and Composers against Hotel Pennsylvania (Statler Management).

Judge Woolsey had ruled that the Hotel Pennsylvania violated the copyright law in allowing copyrighted songs to be played as a "public performance for profit" when they had no license to do so.

WITH THE ★ WOMEN ★

By ADELE ALLERHAND

FRANKIE BASCH, WMCA's "Roving Reporter", Adela Rogers St. John and Helen Nolan of CBS all spent a considerable part of the last 48 hours at Lakehurst....Frankie was up all the night of the tragedy, did two post-dawn descriptive broadcasts, one at 7:23, 'other at 7:45....Was reeling with fatigue while she questioned lads passing by as to reactions to the disaster on her "Street Forum" program....Helen Nolan, formerly with the N. Y. American, was first American newspaper gal to go aboard the Zep....Adela Rogers St. John contributed two graphic broadcasts, over CBS, in addition to her regular NBC news commentating....Happiest femme at Lakehurst, after the first horror-laden hours, was Mrs. Joseph Spahs, whose husband, actor Ben Dova, escaped with only a fractured ankle and singed locks....

Helen Menken's "Josephine and Napoleon" skit on the Kate Smith show a few weeks back netted so many posies she's commissioned scribe Beatrice Freedman, who penned it (she's the widow of humorist David F.), to write one on Lola Montez, glamor-gal of the mauve decade....to be heard either on the Rudy Vallee or Kate Smith airings....Rose Franken's "Of Great Riches" to be dramatized by Raymond Scudder and broadcast over the NBC-Blue the evening of May 15....Yesterday's Coronation cocktail party on the 67th floor of the RCA building was hostessed by Sheila Barrett, intended for Stephen E. Sommers, and emphasized the coronation cocktail, an ambrosial affair containing champagne, cognac and something exciting called Drambuie....

Sarah Lockwood, "Heinz Magazine of the Air's" interior decoration specialist, relaxing in the Adirondacks for a few days....Walter Duncan of NBC sales dept. has become a parent....Dorothy Bennett, assistant exec of the Hayden Planetarium expedition, will give one of three radio descriptions of the celestial event to be broadcast to the U. S.... Gladys Miller, organizer of Service Programs Inc. believes effective merchandising by top-notch manufacturers goes beyond the sponsoring of national and spot broadcasting....Insists the public's after information as well as entertainment....



BARRY WOOD AND HIS MUSIC

Drene
WJZ—NBC-Blue Network, Thursdays, 7:45-8 p.m.
W. Kastor & Sons

PLEASING QUARTER-HOUR OF VOCALS FOLLOWING STYLE SET BY JERRY COOPER.

If first of series is any indication, sponsor has decided to continue with same type program and vocalist for remainder of time on the air this spring. Barry Wood, signed only a few days before going on the air, has a pleasing baritone voice, and sounds very much like his predecessor, Jerry Cooper. Using the same theme, "I'm In The Mood For Love," Wood offered four selections on his first program. His first number had a trace of "mike fright" but that disappeared and the remainder of the show was done very well. Johnny Augustine and his orchestra offer a good musical background for the singer. Program was interrupted for a few seconds to allow the network to flash news of the Hindenburg disaster.

"HOLLYWOOD HOTEL"

Campbell's Soups
CBS Network, Fridays, 9-10 p.m.
EDST.

Ruthrauff & Ryan

JERRY COOPER INJECTS FRESH NOTE IN TOPNOTCH VARIETY PROGRAM.

Although the time allotted Jerry Cooper in his initial broadcast on the "Hollywood Hotel" hour was rather brief, the new star from the east bowed in auspiciously as the new personality of this coast production. With Ken Niles doing emcee-announcer honors in grand style, Cooper received a nice introductory buildup. As a vocal young sang welcome to him, Cooper came in with "Gee, But You're Swell," to which he replied "Sweet Is The Word For You," and then into a medley of "Too Marvelous For Words," "I'll Sing You a

Thousand Love Songs," etc. Finally Cooper was called upon to sing "Star Dust."

Shirley Ross again appeared as the leading femme vocalist, chiming in with Cooper and also doing "I'm Talking Through My Heart" as her own specialty. Igor Gorin and a surrounding group gave a generous slice of "Rigoletto" and did a swell job of it.

Film previewed, "The Prince and the Pauper," with Errol Flynn and the Mauch Twins headlining, registered favorably.

Rudy Vallee's Varieties

Reception wasn't especially good, so the Vallee broadcast from London last Thursday night over the NBC-Red network was a mixed affair. Plenty of talent studded the program, starting off with the Lord Mayor of London for introductory remarks and including Will Fyffe, Scotch comedian, who told some anecdotes and sang; Charles Laughton, who did some Shakespeare and engaged in a skit with his wife, Elsa Lanchester; Richard Tauber, who sang a couple of numbers; Binnie Hale, also in songs and comedy, and others. For those who could hear it clearly, the show appeared to be a fairly well handled affair, though naturally a little strong in English flavor.

Heinz Magazine of the Air

This consistently interesting and entertaining 11 a.m. Heinz food program on the CBS network included a special item last Friday in the form of a mother feature, a story of Sir James Barrie's mother, by Delmar Edmondson, the editor of the program. It was a very fitting, well delivered tribute fitting in with Mother's Day. Other portions of the program included the usual delectable orchestra melodies of B. A. Rolfe, vocalizing by Reed Kennedy, and the serial, "Trouble House".

NEW PROGRAMS—IDEAS

Dramatizing City's Past

A series of programs dramatizing the Cincinnati of days gone by is being presented over WCKY as a sustaining feature by the Federal Radio Workshop, under the direction of Jan Pfandt. The broadcast is heard weekly on Friday, 7:15-7:45 p.m., EST., from WCKY's downtown studios in the Netherland Plaza Hotel. Historic occurrences in the old National Theater, Grand Hotel, Music Hall and other Cincinnati landmarks of the 19th century are being dra-

matized by actors from the Workshop.

WCBS Airls Food Spots

As a National Restaurant Week special, WCBS, Springfield, Ill., conducted a series of radio interviews direct from prominent food spots in the city.

John J. Corrigan, program director, and Dave Meyer, announcer, handled the mikes.

Program was labeled "Mr. and Mrs. Springfield Eats Downtown," and it went over with good results.

ORCHESTRAS MUSIC

BOB CROSBY and his Dixieland Swing ork close at the Congress Hotel in Chi on May 14, after being held over eight weeks. They'll play one-night engagements in the middle west for the following two weeks and will open the Aragon Ballroom in the windy city, May 29. They'll begin their musicmaking at the Ambassador in Atlantic City June 18, for an indefinite stay.

Chick Webb and his Savoy Swingers have just completed their eastern tour and will return to the Savoy Ballroom in New York on Tuesday P.M. where they'll engage in "The Music Battle of the Century", opposite Benny Goodman and his band. Ella Fitzgerald, the sepia nightingale, will be featured as their song stylist.

Hollywood Songs, Inc. have taken over American rights to the English song and dance hit, "Cuban Pete", written by Jose Norman and published by J. Norris Music Publishing Co., Ltd. Rudy Vallee will do a special broadcast of the number from London to America next Thursday.

Four of Abe Lyman's vocalists, recently heard at the Hotel New Yorker, have acquired featured spots of their own. Barry Wood has taken over Jerry Cooper's spot on that Thursday night commercial; Sonny Schuyler is with Ben Bernie; Rose Blane sings at Leon and Eddie's; and Tiny Wolf vocalizes at the Yacht Club.

Shep Fields and his Rippling Rhythm ork will be heard and seen in Paramount's "The Big Broadcast of 1938". However, the Fields' airings will continue from New York, since he'll not leave for Hollywood until October 1st.

Contrary to rumors, Vincent Travers remains French Casino musical director and band leader. Hugo Mariani, who moved into the casino last Monday, replacing Rudolf Friml, Jr., will play only for the dancing. Travers will combine his orchestra with Mariani's and conduct both groups for the French Casino Folies.

1	9	3	7			
SUN	MON	TUE	WED	THU	FRI	SAT
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

May 10

Greetings from Radio Daily

to

Lee Reiser



DONNA CREADE has been replaced in the feminine lead of "Couple Next Door" on WGN by Dolores (Babs) Gillen.

Erna Phillips, author of "Today's Children," in New York talking to a sponsor who is interested in her new half hour show, "Experience of a Lifetime."

Bob Crosby's band and Kay Weber will play for one week at the Aragon ballroom with WGN line starting May 29.

U. S. District Attorney Michael L. Igoe is to be toastmaster at testimonial banquet for Phil Friedlander, WCFL commentator, next Wednesday at the Sherman hotel.

Carl Cons, "Down Beat" editor, and Mildred Adrienne Green are newly-weds.

Bill Lewis, CBS vice-president, was here from New York last week.

Kaye Brinker's new program on WBBM for Commonwealth Edison starting next Monday is to be called "Everywoman."

Calvert Haws, manager of WCFL, on two-week vacation.

It's an eight pound boy for J. Felix Morris, who represents WIBW, KCKN and Capper publications.

George Dunscomb, head of radio department at McCann-Erickson, back from combined business and pleasure trip to Hollywood.

Ted Lewis is to take the place of Henry Busse at the Chez Paree starting May 25. Busse plans road tour of about five weeks before returning.

Pat O'Malley and wife visiting Ella Logan in Hollywood.

Bernie Cummins is to open the outdoor beachwalk of the Edgewater Beach Hotel June 12 replacing Anson Weeks.

Charlie Lyon off to Louisville to help Clem McCarthy broadcast the Kentucky Derby.

William Irvin (Don Foster) Daily Times radio columnist, on the air Thursday giving a boost for the Lawyer Lincoln series on WLS. Said to be the first time a local radio editor has been on the air plugging a local show.

Hugh Studebaker plans to join the Fibber McGee gang in Hollywood on May 31. He plays Silly Watson.

Ken Robinson, NBC continuity editor, went on the air himself the other day and told the National Farm & Home Hour audience about his department's work.

The Dorings Sisters are off the Carnation Contended hour. Contracted for before Frank Black took over the program they were only used in vocal background stuff. Heard exclusively now on the Household Finance's "It Can Be Done."

Lulu Belle and Scetty (Wiseman), her husband, leave the WLS National Barn Dance for three months vacation in North Carolina after May 15 show.

Northern Trust Company's North-

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:
No. 29 of a Series

WISN—Milwaukee

1120 K. C.—1,000 Watts Day, 250 Watts Night

G. W. GRIGNON, Mgr.

R. N. WEIL, Sales Mgr.

H. L. PECK, Prod. Mgr.

WISN, only Columbia Broadcasting System outlet in Wisconsin, is owned and operated by Hearst Radio Inc. Offering a complete coverage of the twelfth largest market in the country, WISN's potential audience numbers over 2,000,000 or two-thirds of the total population of the state. Retail sales in this area for 1936 exceeded one-half a billion dollars in the total day-time area. WISN operates on a cleared national channel 17 hours per day.

Established in 1922, WISN, one of three stations in Milwaukee, is today first in that city in number of local advertisers. CBS commercial bookings over WISN are currently running 3 to 1 over 1936. A minimum of 170 broadcasts a week are fed to the station via the web, with 35 sponsors of national scope using WISN facilities every week. Local advertisers number well over 70, and this is all the more remarkable as WISN has only one rate. It does not offer a lower local rate to attract the local advertiser.

WISN studios are located in the Wisconsin News Building in the heart of down-town Milwaukee. They consist of a large orchestral studio and a smaller general studio. Adjacent to the studios is located the master control room. On the same floor are located the general offices, sales offices and the program and continuity departments. Western Electric High Fidelity equipment has been installed in duplicate. Complete facilities for originating and feeding network programs are available. New transcription equipment, both RCA and Western Electric, has been installed recently. The transmitter is located on the outskirts of Milwaukee, with an emergency transmitter, fully equipped, located several miles distant from main transmitter.

Among the local programs that have been originated at WISN are Ann Leslie's Scrapbook, Down By Herman's, Even As You Or I, Early Risers' Club, Movie Chat, Spotlight, Rendezvous, Musical Heat Wave and Bridge At Home. Network programs of note aired regularly over the station include Beauty Box Theater, Lux Radio Theater, Al Jolson, Ford Sunday Evening Hour, and for the same sponsor, Al Pearce and His Gang, Major Bowes, Eddie Cantor and Rubinoff and his Violin.

WISN's payroll embraces 36 persons of the regular staff plus a music staff of 11 persons. The station's service includes complete copy, continuity, research and publicity departments, and it subscribes to Planned Program Service as a regular transcription service. Hearst Radio represents WISN in New York, Chicago, Dallas, Los Angeles and San Francisco. In addition there is a representative at every Hearst station in the country.

erners, Tuesday evening WGN audience show, one of oldest commercials in Chicago, has dropped its string ensemble and expanded to a full orchestra under Karl Schulte. Harry Walsh continues to direct the vocal chorus. Marie Truitt is guest soprano for next show.

Eddie and Fannie Cavanaugh have moved their Rhymsters program from WBBM to WAAF.

Buell Patterson has started an interview program with horsemen on WAAF at 9:45 a.m. Sundays. Gives tips to equestrians on riding and riding apparel.

Anson Weeks opens at Meadowbrook Country club, St. Louis, after closing at Edgewater Beach hotel here June 11.

William Courneen and Osta Whiteley are new faces in the "Modern Cinderella" (Gold Medal) cast.

Pete Bontsema, half of the old Al and Pete team, has a new "try and stump me" program on WAAF at 1:45 weekdays. Prizes for those who send in the name of a song he can't sing and play.

High school students will run WBBM for a day on June 5.

Ed Smith who leaves shortly to take over direction of General Mills radio activities in Minneapolis, gave party for "Bachelors Children" cast Friday.

Off-Air Recordings

On Flat Fee Basis

(Continued from Page 1)

which will hold good for one year from June 1.

Flat blanket fee is expected to be set according to station wattage, minimum being 500 watts and lower, with higher rates scheduled for 500 to 1000 watts, 1000 to 10,000 and 10,000 to 50,000. Stations, advertising agencies and recording laboratories have requested Fox to formulate a policy under which the contingent liability will be eliminated, since the move was made some months ago to establish the copyright owners property right in the off-the-air recordings.

License fee will be limited to non-broadcast usage and fair scale is desired by all concerned. Communication to all stations from Fox will seek additional information on the type of recording and if the fee set is considered reasonable. It is expected that all liability involved through possible infringement will be eliminated through the medium of the nominal fee, being set more or less as a protective measure for the future. Virtually all big shows are recorded off the air regularly, while such outlets as WLW take down a complete recording of the entire operating time.



SOL LESSER's office reports a deal pending with Edgar Rice Burroughs to put Glen Morris, as Tarzan, and a picked cast, in a 15-minute night serial, to go coast to coast, starting next month. Morris is doing Tarzan in Principal production picture.

Winfield Hancock returns to KEHE's transmitter staff replacing Russ Stanton, who goes to KNX.

Community Sing again prolongs its Hollywood stay, with Andy Sanella and Jones and Hare making another short at Columbia studios. Now set to return to New York on May 23 or May 30. Ben Larson, producer, celebrated Mother's Day Sunday with his mother who flew out from Salt Lake City.

Milton Berle reports considering an RKO picture offer which will bring the Sing back to the Coast in September.

KFI's "Hollywood Extra" program, produced by Archdale Jones and m.c'd by Francis X Bushman, has changed to a Saturday night spot and gone NBC coast Red net.

Bill Finley formerly with KEHE sales staff, now with Lile Sheldon agency.

"Happy" Hal Price, old time minstrel and vaudeville man, has been added to Lew TeeGarden's California Minstrels cast.

R-M-A new radio production, merchandising and talent organization has taken quarters at 1508 Cross Roads of the World, and will spend the next few weeks getting under way.

Sydney Dixon, in charge of sales for NBC Hollywood office, is the father of an 8¼ pound son born to Mrs. Dixon in Good Samaritan hospital.

Charles Flesher of KFBK, Sacramento, is visiting.

Jack Lescoulie leaving KGfJ to do his early morning Grouch Club program for KFWB.

Hal Stiles reports that more than 80 persons have been taken off country relief rolls as a result of jobs found through Don Lee "Help Thy Neighbor" program which Stiles conducts.

Oliver Alberti, recently added to KMPC staff, slated to be musical director when station goes on increased program production.

G. A. Richards, new owner of KMPC left for Detroit in connection with final details for taking over of station.

Lindsay MacHarrie, production manager for Transco sound studios, finishes 39 weeks production schedule the last of May and plans to fish and relax in Mexican waters.

KFI-KECA, Earl C. Anthony NBC outlet stations in Los Angeles, have added a Hammond Electric organ to their studio equipment. Wesley Tourtelotte, organist, having worked out the acoustical problems involved in its installation, is now learning to master its tonemixing system.

NEW BUSINESS

Signed by Stations

WNOX, Knoxville

Procter & Gamble (Oxydol), six quarter-hours weekly, disks, 52 weeks; ditto for Ivory Soap; Dr. Pepper Bottling Co., six five-minute periods weekly, 52 weeks; JFG Coffee Co., six quarter-hours weekly, disks, 52 weeks; Chero-Cola Bottling Co., six quarter-hours weekly, 26 weeks; ditto, spots preceding and following Nehi-Jack Dempsey transcribed show weekly, 13 weeks; Swan's Bakery, six five-minute periods weekly, 52 weeks; Dr. Paul Atchley, six quarter-hours weekly, 52 weeks; Fowler Bros., six quarter-hours weekly, 52 weeks; Southern School of Beauty Culture, six quarter-hours weekly, 52 weeks; J. S. Hall's Sons, six five-minute periods weekly, 52 weeks; Atlantic Ice & Coal Co., six quarter-hours weekly, 52 weeks; Kern's Bakery, six quarter-hours weekly, 52 weeks; Dr. S. B. Hamilton, six quarter-hours weekly, 52 weeks; Fielden Furniture Co., six quarter-hours weekly, 14 weeks.

KYA, San Francisco

Safeway Stores, Oakland, half-hour Monday German Radio Hour, one year; Union Pacific Railway, Los Angeles, Sundays, "Romance of Transportation", through Caples Co., L. A.; Cal. Jockey Club, five times weekly from track; Rev. J. C. McPheeters (religious), six times weekly; Dr. F. T. Barron (dentist), Oakland, spots; New Palm Room, dance music by New Palm Orchestra; Emporium Downstairs Store, spots, through McCarty Co., S. F.; Breuners (furniture), Oakland, spots, through W. A. Miller Co., Oakland; Imperial Grill, spots; General Mills, one extra Sunday baseball game on Shut-In Day, through Westco Adv'g Agency, S. F.; North Point Diesel School, spots; Redlick Newman Co. (furniture), thrice weekly 15-min. program, 39 weeks.

KSFO, San Francisco

Household Products (refrig), spot series, through McCann-Erickson, S. F.; Elgin National Watch Co., Chicago, spot series, through J. Walter Thompson, Chicago; McFarlane's Factory Stores, Oakland, spots, through Lowe Features, S. F.; Philco Radio, S. F., spots, through Thompson & Holmes, Ltd., S. F.; Electric Appliance Society, spots, through Jean Scott Frickelton, S. F.; Lifto Co., spots, through Kelso Norman Organization, S. F.; General Brewing Corp., spots, through McCann-Erickson, S. F.; B. Simon Hardware, Oakland, 15-min. program, "Fishin' Fool," Friday, 52 weeks.

WPTF, Raleigh, N. C.

R. F. Trant Inc. (Frigidaire), "The Frigidaire Frolic," 39 programs to run thrice weekly; Blackwood's Inc. (Seiberling tires) extends schedule to five programs weekly.

KEHE, Los Angeles

McKesson & Robbins, three quarter-

RADIO PERSONALITIES

No. 37 in the Series of Who's Who in the Industry

DONALD WITHYCOMB, general manager of WFIL, Philadelphia, and a prominent figure in the national broadcasting picture, is making radio history in the Quaker City. From the obscurity of newness, Withycomb skyrocketed WFIL to the front rank of Philadelphia radio in the short space of two years.

Born in Montreal on July 4, 1897, a date which evidently was a portent of his future American citizenship. Donald Withycomb was educated and launched his business career in the provinces of His Majesty the King. He was still a lad in his teens revelling in the thrill of a "first job" with the Canadian Pacific Railway when the drums of war caught him in their beat and carried him overseas. For three years Withycomb saw service with the Royal Flying Corps, returning to Toronto with the advent of the Armistice. He then launched himself upon a business career that was to carry him far in the American broadcasting industry.

First there was a job with the Acton Publishing Co., Toronto; then in the early '20's a journey to New York and with it a position with the National Electric Light Association, where he first met M. H. Aylesworth, who was destined to become one of his best friends and the guiding star of his career. Soon after his arrival in New York, Withycomb became intensely interested in radio, so it was only natural that he should follow Aylesworth to NBC when the chain was born in 1926. He remained until 1935 as director of station relations, leaving NBC to take over at WFIL.

Withycomb's work at NBC carried him from one end of the nation to the other and familiarized him with the problems of the small and regional stations. He is actively engaged in the affairs of the NAB and other organizations. His thoughts on radio are entirely progressive; he believes the surface is only scratched and to this end believes in high salaries and free reign for his subordinates. His firmest conviction is that television will never entirely replace audio radio.



Born July 4 — made WFIL skyrocket.....

hours weekly with "The Success Doctor", character analyst and success tips, through General Advertising Agency.

KDYL, Salt Lake City

Utah Builder's Supply, "House of Dreams" disks, 26 weeks; Procter & Gamble (Dreft), "Adventures of Kitty Keene", 15-min. disks, five-a-week, through Blackett-Sample-Humert.

WDSU, New Orleans

Pontchartrain Beach, two 15-min. nightly periods with a wire on Vito's Orchestra; Crane, 15-min. disks; Pepsi-Cola, 350 spots; Daily's Clothing Store; spots; Double-Cola, 26 disk spots; City Park Casino.

KXA, Seattle

Associated Oil Co., home baseball games, with Howard Edelson at mike.

Joseph Barnett Merges With Rocke Productions

Joseph M. Barnett has merged with the Ben Rocke Productions, with Barnett joining the organization as a vice-president. Merger becomes effective May 15. Headquarters will remain in Radio City. Barnett entered radio in 1922 when he became an announcer at WOR. He later managed the station and was associated with several advertising agencies before going into business for himself.

F. T. C. CASES

Cease and Desist Orders

Trav-Ler Radio & Television Corp., Chicago, has entered into a stipulation with the Federal Trade Commission to cease using as a trade name or brand for its radio sets the word "Majestic," alone or in connection with the words "Radio Corp.," or with other words so as to imply that its sets are made by Grisby-Grunow Co., Chicago, originally the manufacturer of Majestic sets, or by its successor, Majestic Radio & Television Corp., Chicago, when such is not a fact.

Wyeth Chemical Co., Detroit, agrees to stop advertising that use of Hill's Cold Tablets afford a fast or effective method of combating a cold and that "any doctor will tell you that nothing breaks up a cold like Hill's Cold Tablets," and that "your vitality returns" through use of the preparation.

KMMJ Studio and Plant Being Air-Conditioned

Clay Center, Neb.—Main studio at KMMJ, as well as the control room, will be completely air-conditioned this summer. Plans have been approved, and the work is scheduled to start within the week.

The studios just recently were completed, refinished and redecorated, along with acoustical correction redesigned by KMMJ engineers.



★ ★ Little Talks on Big Subjects ★ ★

RADIO DAILY is more than just another publication . . . it is an authentic source of information for busy radio executives all over the land . . . the only daily newspaper devoted exclusively to RADIO that gives radioland a daily broadcast of the news and sidelights of the entire radio industry

RADIO ENGINEERS OPEN 25TH ANNUAL MEETING

(Continued from Page 1)

Ground Systems as a Factor in Antenna Efficiency
G. H. Brown, R. F. Lewis, and J. Epstein.
RCA Manufacturing Co., Camden.
Simple Method for Observing Current Amplitude and Phase Relations in Antenna Arrays
J. F. Morrison, Bell Telephone Laboratories.
Ultra-High-Frequency Relay Broadcasting
W. A. R. Brown and G. O. Milne, NBC.
New York.

TODAY, 2:30-5 p.m.

The Ultra-Short-Wave Beacon and Its Field of Application
Walter Hahnemann, C. Lorenz, A. G., Berlin.
A Multiple Unit Steerable Antenna for Short-Wave Reception
H. T. Friis and C. B. Feldman, Bell Telephone Laboratories.
Time Division Multiplex in Radiotelegraphic Practice
J. L. Callahan, R. E. Mathes, and A. Kahn.
RCA Communications.
Automobile Receiver Design
F. D. Schnoor and J. D. Smith, RCA Manufacturing Co., Camden.
Radio Methods for the Investigation of Upper-Air Phenomena with Unmanned Balloons
H. Diamond, W. S. Hinman, Jr., and F. W. Dunmore, National Bureau of Standards, Washington.
Characteristics of the Ionosphere and Their Application to Radio Transmission
T. R. Gilliland, S. S. Kirby, N. Smith, and S. E. Reynier, National Bureau of Standards, Washington.
An Automatic Sound Pressure Recorder
W. S. Bachman, General Electric Co., Bridgeport, Conn.

TUESDAY, 10 a.m.-12 Noon

A Basis for Vacuum Tube Design
M. A. Acheson, Hygrade Sylvania Corp., Emporium, Pa.
The Development Problems and Operating Characteristics of a New Ultra-High-Frequency Triode
W. G. Wagener, RCA Manufacturing Co., Inc., Harrison, N. J.
Effects of Space Charge in the Grid-Anode Region of Vacuum Tubes
B. Salzberg and A. V. Haefl, RCA Manufacturing Co., Harrison, N. J.
Study of Changes in Contact Potential
E. A. Lederer, D. H. Walsley, and E. G. Widell, RCA Manufacturing Co., Harrison, N. J.
An Oscillograph for Television Development
A. C. Stocker, RCA Manufacturing Co., Camden.

WEDNESDAY, 10 a.m.-12:30 p.m.

Relation Between Radio Transmission Path and Magnetic Storm Effects
G. W. Kenrick, University of Puerto Rico, Rio Piedras, P. R.; A. M. Braaten, RCA Communications, Inc., Riverhead, N. Y., and J. General, RCA Communications, Inc., San Juan, P. R.
A New Antenna Kit Design
W. L. Carlson and V. D. Landon, RCA Manufacturing Co., Camden.
Concentric Narrow Band Elimination Filter
L. M. Leeds, General Electric Co., Schenectady, N. Y.
Higher Program Level Without Circuit Overloading
O. M. Hovgaard, Bell Telephone Laboratories.
A Wide Range Beat Frequency Oscillator
J. W. Brumbaugh, RCA Manufacturing Co., Camden.
Measurement of Condenser Characteristics at Low Frequencies
W. D. Buckingham, Western Union Telegraph Company, Water Mill, N. Y.
A New Method of Measurement of Ultra-High-Frequency Impedance
S. W. Seeley and W. S. Barden, RCA License Laboratory, New York.

WEDNESDAY, 2-5 p.m.

The following papers on television problems are by members of the staff of RCA Manufacturing Company, Inc.
Development of a Projection "Kinescope"
V. K. Zworykin and W. H. Painter.
High Current Electron Gun for Projection "Kinescopes"
R. R. Law.
A Circuit for Studying "Kinescope" Resolution
C. E. Burnett.
The Brightness of Outdoor Scenes and Its Relation to Television Transmitters
H. Iams, R. B. Janes, and W. H. Hickok.

★ Coast-to-Coast ★

FRANK AUSTIN, announcer at **KDYL**, Salt Lake City, has taken over the emcee spot on the semi-weekly "Fashion Matinee," with Wally Williams' band, sponsored by Hudson Bay Fur. He succeeds Dave Simmons, who resigned for a new post.

Walter Tetley, who has made more than 2,800 broadcasts though he's only 16, is now a regular member of the "Ma and Pa" program on CBS.

WCBS, Springfield, Ill., had an unusual broadcast recently when a deaf man, Luther "Dummy" Taylor, famous Giants pitcher of 1900-08, was "interviewed" by Coach Ray Nuss-pickle of Illinois College. Coach Wilson of the Illinois School for the Deaf was translator.

A monkey birthday party was broadcast last week by KLZ, Denver. Learning that a lady was planning such a party for her pet monk, Publicity Director N. D. Davidson of KLZ arranged to have the party take place on monkey island at city park zoo.

Public Affairs Department of **KMOX**, St. Louis, directed by Jerry Hoekstra, on Saturday gave the first of four Saturday evening concerts as a special May Festival feature in the Columbia Playhouse before an audience.

L. B. Long Jr. has joined the sales staff of KOA, Denver.

WTMJ, Milwaukee, is getting a special radio car for short wave relay work.

Ivan Hill, member of the sales staff at WKY, Oklahoma City, has resigned to enter advertising agency work in the east.

Glenn Shaw, senior announcer, who conducts one of the oldest sustaining features on **KSL**, Salt Lake City, "The Nightboat," which he also produces, has been assigned announcing post on the new Mar-O-Oil show here. Shaw anticipates making a trip to New York the latter part of May. Managing Director Earl J. Glade of the **KSL** studio recognized an announcer's voice when Shaw was reading "Farm Flashes" over station **KLO**, Ogden, a few years ago.

Len Riley, sports caster for WFBM, Indianapolis, attended the Derby at Churchill Downs, Saturday.

Pinch-hitting last week for Morris Hicks on **WIRE**'s "Downtown Reporter" broadcasting, Bill Frosch completed in one year an announcing cycle which now has included every

Television Pickup Tubes with Cathode-Ray Beam Scanning
H. Iams and A. Rose.
Theory and Performance of the "Iconoscope"
V. K. Zworykin, G. A. Morton, and L. E. Flory.

program at the Indianapolis station. Bill had tried his hand at every other program, then Morris became ill, and Bill's record is 100 per cent. He also handles the daily sport review in Morris' absence.

John G. Curran, administrative officer for radio of the WPA, was the guest of WINS Saturday on the "New Idea" program. He told of his proposed plans for the coordination of all WPA radio activities, and the development of new talent.

Clarissa Chapman, **KSL**'s (Salt Lake City) weekly luncheon hostess, being bound for Hawaii on the Lurline was the recipient of **KSL**'s "Nightboat" program dedication far out on the Pacific.

"Enquiring Reporter" at KDYL, Salt Lake City, is to be increased to three times weekly. Myron Fox is announcer.

Jerry Harrington, who gained his baseball knowledge at **WCCO**, Minneapolis, is broadcasting the games being sponsored by General Mills over **KMA**, Shenandoah, Ia. He is doing play-by-play ticker versions of some National League games.

WHN WILL ORIGINATE FOR N. Y. STATE WEB

(Continued from Page 1)

late has been unable to supply enough programs to fill the demand because of previous commitments, hence the affiliation with **WHN**. Stations carrying the **WHN** programs will include **WABY**, **WBNY**, **WIBX**, **WSAY** and **WMBO**. First program schedule calls for **WHN** to feed a regular stream of sustainings, with salesmen now attempting to sell time over the hook-up.

A **WHN** renewal of affiliations with the Yankee Network is also pending. **WHN** formerly fed programs to the network, but the connection was severed some time ago. A deal to resume the affiliation will probably be consummated when Louis K. Sidney, managing director of **WHN**, returns to New York from Hollywood May 15.

WDAY Will Celebrate Its 15th Anniversary

Fargo, N. D.—A week-long contest open to talent throughout the area will be part of the 15th anniversary celebration of **WDAY** starting May 22. The contest was arranged by Dave Helen, promotion manager.

WDAY is an NBC affiliate and active in community interests.

JOHN EBERSON

STUDIO ARCHITECT



ACOUSTIC CONSULTANT

1560 BROADWAY
NEW YORK CITY



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 65

NEW YORK, N. Y., TUESDAY, MAY 11, 1937

FIVE CENTS

"Aunt Jemima" Loses

Looking On ... AND LISTENING IN

SERVICE In paying tribute to the speed and thoroughness shown by radio in covering last week's Hindenburg disaster, it is worthy of first mention to compliment the networks and individual stations for brushing commercial considerations aside in order to serve the public in this latest calamity.

Many sponsored programs had to be broken into or badly upset in order to clear the way for news of the crash.

Some sponsors squawked, but most of them realized that public interest was being served.

Particularly commendable was the decision of WLW, the enterprising Prairie Farmer station of Chicago, not to commercialize on its remarkable instantaneous recording made at the scene of the Zeppelin's explosion.

Coverage of the Hindenburg incident by the radio was just another page in broadcasting's book of epochal service.

SPORTS Broadcasting of sports is branching out into practically all divisions of the physical pastimes, from baseball and racing to tennis and marbles.

It is a healthy trend in more ways than one.

Baseball owners, who at first balked against airing their games because they feared it would nick attendance, now admit that radio has done more than anything else to increase interest and attendance.

The same will be found to hold true with other sports.

For the sports promoters, radio is the best kind of advertising they can get—in addition to any monies they receive for granting the broadcasting privileges.

And for sponsors, the sports programs command a wide listener interest that is bound to grow considerably wider.

Irony

Kansas City, Kan. — Last Thursday, while Manager Ellis Atteberry was holding a confab with his entire KCKN news staff and giving them orders to present important news flashes immediately on receipt, the unguarded teletype was ticking off the biggest news in months — the Hindenburg crash. KCKN was several minutes late with the first flash.

ENGINEERS' MEETING DRAWS RECORD CROWD

Attendance at the Institute of Radio Engineers convention, now in session at the Hotel Pennsylvania, will reach the all-time high registration total of over 1,200 engineers, a spokesman of the IRE said yesterday. In the past the best attendance figure was around 1,000. Increased registration is believed to be due to two factors, increase in size of the radio industry and the upturn in business conditions.

Yesterday was taken up with the presentation of highly technical

(Continued on Page 3)

Hudson River Day Line Will Have 'Movie Pilot'

Hudson River Day Line, which starts a new show May 17 on WEAJ, Mondays, Wednesdays and Fridays, 7:30-7:45 p.m., will feature guest movie critics. Guests will not review new pix, but instead will offer general talks and advice on current shows, both on Broadway and in remote neighborhood houses.

Program will also have a musical background and an emcee designated as the "pilot," yet to be chosen. Title of the show will be "Day Line Movie Pilot." Wendel P. Colton is the agency.

Fewer and Better Policy For KSTP News Periods

St. Paul—In an effort to give its listeners better news coverage and eliminate much of the stuff that gets on the air in the guise of news because of the necessity for frequent newscasts, KSTP has eliminated five daily periods and is shooting only

(Continued on Page 8)

U. S. Circuit Court of Appeals Reverses \$115,968 Damage Award on Trade Mark Priority

First Ad in 32 Years

Joplin, Mo. — Ramsey Grocery broke a 32-year silence on advertising by using radio time on WMBH to announce its 32d birthday celebration.

U. S. Circuit Court of Appeals yesterday reversed the decision of the Federal Court which awarded Tess Gardella (Aunt Jemima) damages to the extent of \$115,968. Defendants who appealed the decision were Log Cabin Productions, Inc.; General Foods Corp., and NBC.

Trial in Brooklyn last year brought out that Miss Gardella had used the name of Aunt Jemima on the stage and radio for a number of years, and that the Log Cabin syrup shows had substituted another person and used her title. Opinion of Appeals Court, however, ruled that the defendants

(Continued on Page 8)

WITHYCOMB CONDEMNS EXPLOITING ARTISTS

Philadelphia—Exploitation of talent by station management was attacked by Donald Withycomb, WFIL general manager, addressing the 2 O'clock Luncheon Club, numbering local radio and advertising men. Withycomb said this was one of the most deplorable situations of the industry today.

He opposed radio stations and station managers branching out into an unlicensed and undercover artists service, charging booking commissions and kickbacks of 10 to 30 per cent. He also rapped the low fees, or no pay at all, given sustaining artists.

Radio Talent Dated For Cleveland Expo

Following schedule of radio talent to appear at the Cleveland Great Lakes Exposition already has been set by Arthur Cook, who is working with Ralph Wonders of Rockwell-O'Keefe in setting the entertainment: June 8-9, Uncle Ezra; June 19-20,

(Continued on Page 8)

MUTUAL SNEAKS DERBY; NBC SCOOPS ON MERRILL

It seems to be a case of "you scoop me, I'll scoop you" as far as the NBC and Mutual special events departments are concerned.

Mutual on Sunday carried the exclusive broadcast of the take-off of Dick Merrill flight to London from Floyd Bennett field and contacted the plane every hour throughout the

(Continued on Page 8)

W. C. Fields a Regular On Chase-Sanborn Show

W. C. Fields, who appeared as a guest on the new Chase & Sanborn show over NBC-Red network Sunday from the coast and scored heavily, has been signed as a member of the regular cast for 16 weeks.

Klauber, Kesten and Runyon Elected CBS Board Members

KOB-NBC Affiliation Takes Effect June 15

Albuquerque, N. M.—KOB becomes an outlet for NBC Blue and Red networks on June 15, when the station's new RCA 10,000-watt transmitter is

(Continued on Page 3)

Edward Klauber, CBS executive vice-president, Paul Kesten, and Melford R. Runyon, vice-presidents, have been elected to the board of directors of the network, it was announced yesterday. In the recent revision of the corporation's by-laws, provision was made to increase the directorate from 10 to 14 members.

Initial Customer

Philadelphia—Sales message of Hygienic Phone Service, which bought time over WDAS to sell its service for keeping telephone receivers hygienic, proved so convincing that the station became the first customer for its own account. The hygiening was found to be good for microphones, too, so the sponsor has added this sideline.



(Registered U.S. Patent Office)

Vol. 1, No. 65 Tues., May 11, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Messer-eau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk and Verne Bailey, 6425 Hollywood Blvd. Phone Granite 6607. Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879. Copyright, 1937, by Radio Daily Corp. All rights reserved.

FINANCIAL

(Monday, May 10)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	167	165 1/4	165 3/8	— 1 3/8
Crosley Radio	20	19 1/2	19 1/2	— 1/2
Gen. Electric	53	51 3/4	52	— 1 1/4
North American	24 7/8	24 1/2	24 1/2	— 1/2
RCA Common	9 1/2	9 1/4	9 1/4	— 3/8
RCA First Ffd.	69	68 1/4	68 1/4	— 1 3/8
RCA \$5 Pfd. B.		(85 Bid)		
Stewart Warner	19 1/2	18 5/8	18 5/8	— 3/4
Zenith Radio	35	34 3/4	34 3/4	— 1/4

NEW YORK CURB EXCHANGE

Hazeltine Corp.				
Majestic	3 1/2	3 3/8	3 3/8	— 1/8
Nat. Union Radio				

OVER THE COUNTER

	Bid	Asked
CBS A	53	55
CBS B	52	54

Use Coast Web to Sell Oregon's Attractions

Portland, Ore.—Oregon State Highway, in a series to "sell" the state's attractions, will go on 13 CBS Pacific and Mountain stations, including KSL, Salt Lake City, KNX, Los Angeles, and KOIN here. It's a 1:30-2 p.m. program with Frank Branch Riley as commentator.

John Dodge Appointed WMAL-WRC Sales Mgr.

Kenneth H. Berkeley, manager of WMAL and WRC, NBC's Washington, D. C., outlets, has appointed John H. Dodge sales manager of same stations. Appointment becomes effective immediately.

RADIO EVENTS, INC.

AN INDEPENDENT PRODUCING GROUP SERVING ADVERTISING AGENCIES

535 Fifth Avenue,
New York, N. Y.From script to production—
that extra something that's good radio

NETWORK SONG FAVORITES

Following is an accurate list of performances for the week ending May 8, covering songs played from 5 p.m. to 1 a.m. on CBS and two NBC networks. Only compositions played 15 times or more are included. This listing is a regular Tuesday feature in RADIO DAILY.

Selection	Publisher	Times Played
Carelessly (Irving Berlin, Inc.)		29
September In The Rain (Remick Music Corp.)		26
Never In A Million Years (Robbins Music Corp.)		25
Where Are You (Leo Feist, Inc.)		23
Boo Hoo (Shapiro, Bernstein, Inc.)		20
Let's Call The Whole Thing Off (Chappell & Co.)		20
Little Old Lady (Chappell & Co.)		20
That Foolish Feeling (Leo Feist, Inc.)		20
There's A Lull In My Life (Robbins Music Corp.)		20
Too Marvelous For Words (Harms, Inc.)		20
It Looks Like Rain (Joe Morris Music Co.)		17
On A Dream Ranch (Shapiro, Bernstein, Inc.)		17
Sweet Is The Word For You (Famous Music Corp.)		17
Love Bug Will Bite You (Santly Bros.-Joy, Inc.)		16
Blue Hawaii (Famous Music Corp.)		15
How Could You (Remick Music Corp.)		15
Swing High, Swing Low (Famous Music Corp.)		15
They Can't Take That Away From Me (Chappell & Co.)		15
They All Laughed (Chappell & Co.)		15

15 WHN Sustainings Set for N. Y. System

Burt Squires, manager of WINS, yesterday announced that a schedule calling for 15 sustaining broadcasts to be fed the New York State Broadcasting System by WHN had been set and would begin immediately. WHN now feeds the Colonial network, the WLW wire, a commercial to WOR and the Yankee network in addition to the new affiliation.

Henry Johnston Named Director of WSGN

Birmingham—Henry P. Johnston, vice-president of Birmingham News Co., operators of WSGN, has been named director of the station. He has been acting as advisory head of WSGN since the News took it over last June, but recently assumed active direction. Several new shows have been added, and more are planned.

Sayres Leaving KYW

Philadelphia — Ralph A. Sayres, KYW sales director, has resigned, effective May 15. He plans to return to New York with his family.

Coast Talent Bureau Expands

West Coast Bureau, RADIO DAILY
Los Angeles—Thomas Lee Artist Bureau has moved into new and larger offices in Equitable building, Hollywood and Vine; added to its staff by bringing Wilt Gunzendorfer down from the San Francisco office to be assistant to Robert Braun, and is preparing to extend its operations into general talent lines. Heretofore the bureau has concentrated on radio talent. Included in the expansion will be a move to supply talent for the many new transcription makers, as well as a move into the motion picture end.

Mayor Commandeers Broadcast Facilities

Mayor Fiorello La Guardia, of New York, yesterday upset the entire supper hour broadcasting schedules of 11 radio stations in New York City in requesting time for a radio speech concerning a matter of civic importance. Calling the stations individually himself, La Guardia gained permission from WEAF, WABC, WNEW, WOR, WMCA, WHN, WEVD, WOV, WVFW, WBBC and WNYC to utilize their facilities from 5:30-5:45 p.m. Subject of the Mayor's talk was the rejection of the Seabury-Berle transit unification plan by the Transit Commission.

WBIG Helps Workers Obtain Shorter Week

Greensboro, N. C.—Irrespective of sponsors, WBIG lined up behind 3,000 store employees seeking a shorter working week and helped them to victory. The Village Parson, 15-minute program conducted by WBIG's "own parson," campaigned for the uniform week. R. G. Trosper, executive vice-president of Greensboro Merchants Ass'n, in a letter to Major Edney Ridge, director of WBIG, lauded the station for its service and influence.

Woman Commentator on WAAB

Boston—Louise Hampton, recently arrived from Chicago, has started a twice-weekly series over WAAB for Washington Jewelry Co., leading local jewelry firm. Miss Hampton is the only woman commentator here.

Literary Series on WJBK

Detroit—Ward McCauley, literary critic, starts a new weekly series at 8:30 p.m. today on WJBK. He will discuss James Hilton's new book, "We Are Not Alone," as his initial stint.

COMING and GOING

ROBERT MITCHELL of WMBG, Richmond, is in town.

HERB HOLLISTER of KANS, Wichita, Kan., is in New York.

S. C. SWANSON of the J. Walter Thompson west coast office arrived yesterday on the Virginia and will take up his new duties here.

RICHARD BONELLI will return to Syracuse University, his alma mater, for commencement May 31. His air show that week-end will originate from WFBL.

CAROL DEIS, NBC singer, goes to Philadelphia May 17 to act as one of the judges in picking a double for Mrs. Ben Franklin at the annual convention of the Insurance Federation of Penn.

LOUIS K. SIDNEY, managing director of WHN, returned to New York from Hollywood yesterday.

BARRY HOLLOWAY of the NBC special events department leaves June 4 with his family for Missouri on a two-week vacation.

CURTIS MITCHELL, editorial director of Radio Guide, arrives in New York tomorrow on business.

AL WERNER, tenor, recently signed during the WLW auditions here, leaves for Cincinnati tomorrow.

TITO GUIZAR goes to Baltimore May 14 for a week's appearance at the Hipp.

NINO MARTINI goes to Portland, Ore., to appear at the Paramount theater there.

IRVING PARKER of the west coast office of Radio Feature Service is en route to New York to confer with Earle Ferris.

PAUL L. LEWIS of N. W. Ayer is in Los Angeles on a short visit.

NED COSTELLO of the Katz agency visited Des Moines and Waterloo stations of the Iowa network.

DORIS HARE, English comedienne, leaves NBC web tonight (final show) and sails May 15 for England to appear in musical comedy again.

TOM ROCKWELL and TOM MARTIN of Rockwell-O'Keefe Inc., left for Cincinnati on business yesterday to be gone till tomorrow. DICK INGRAM and MIKE NIDORF of that organization return from their trip to Boston today.

Pontiac, NBC and Ad Men At Final Varsity Show

Final broadcast in Pontiac's Varsity Show series conducted by John Held Jr. over NBC-Red network on Friday at Ithaca (Cornell) will be attended by a large party of Pontiac, NBC and advertising men. Group will include H. J. Klingler, C. P. Simpson and F. A. Berend of Pontiac; Roy C. Witmer and R. H. White of NBC; W. A. P. Cohn, Edward C. Rothman and R. C. Sackett of MacManus, John & Adams, and Clay Herbst of American Weekly.

The Tavern RADIO'S RENDEZVOUS

MAKE THIS YOUR
LUNCHEON—
DINNER—SUPPER CLUB

158 W. 48th St.

Toots Shor

33 EQUIPMENT FIRMS EXHIBITING AT MEET

Thirty-three manufacturers of radio equipment have taken display space for their products at the Institute of Radio Engineers' Silver Anniversary convention now in session at the Hotel Pennsylvania. Exhibitions include all the latest developments in radio equipment with experienced personnel to answer all queries. Booths are adjacent to the main ballroom where the IRE is in session.

Exhibitors are Aladdin Radio Industries Inc., American Lava Corp., Anaconda Wire & Cable Co., Boonton Radio Corp., William Brand Co., Cinaudagraph Corp., Clarostat Mfg. Co., Cornell-Dubier Corp., The Daven Co., Ferris Instrument Corp., General Ceramics Co., General Radio Co., Hammarlund Mfg. Co., Hygrade Sylvania Corp., International Nickel Co., International Resistance Co., Isolantite Inc., Ken-Rad Tube & Lamp Corp., Lepel High Frequency Laboratories Inc., Magnavox Co., P. R. Mallory & Co., National Carbon Co., Parker-Kalon Corp., Premier Crystal Laboratories Inc., RCA Mfg. Co., Raytheon Production Corp., Shallcross Mfg. Co., Sprague Mfg. Co., Stackpole Carbon Co., Synthane Corp., Tobe Deutschmann Corp., The Triplett Electrical Instrument Co., United Transformer Corp.

Disk Firm's Big Schedule

West Coast Bureau, **RADIO DAILY**
Los Angeles—Consolidated Transcription Library setting big schedule for June, beginning work on two five-minute narrative disks, one five-minute dramatic disk series and two 15-minute series. Highlights include 125 "Voice of Superstition" which will tell origin of popular jinxes, with Ted Bliss announcing, Frank Ausman producing. Another will be 5-minute trips to movie star's homes, hobby, home life chatter.

School Assembly by Radio

The National School Assembly by Radio, planned by the U. S. Office of Education to be the voice of all important nationwide school occasions, will have its first airing Friday 12:30-1:30 p.m. over the NBC-Blue network. Newest trends in occupational fields will be discussed by Harold L. Ickes, Walter B. Pitkin, Edward A. Filene and others.

Boese Joining WCCO

Minneapolis—William C. Boese, for the past two years chief engineer at WLB, joins the WCCO staff next Monday. He will do maintenance and operations work at the transmitter.

ADOLF SCHMID

Conducting—Orchestration

INSTITUTE OF MUSICAL ART

JUILLIARD SCHOOL OF MUSIC
New York City

NEW PROGRAMS—IDEAS

"Builders of America"

One of the country's foremost authorities on the American constitution happens to live in Colorado Springs, where he is a master at the exclusive Fountain Valley school for boys. He is Joseph P. Pollard, author of the Book of the Month recommendation, "Mr. Justice Cardozo," "The Road to Repeal" and countless magazine and newspaper articles.

A smart lumber dealer, knowing the trend toward informative radio programs, procured Pollard's services to do a weekly stint on KVOR, Columbia station in Colorado Springs. Pollard's general subject title is "Builders of America" neatly tying in the lumber angle on the program name. He discusses various American patriots, their personalities and their ambitions and the tie-in with present political situations.

Pollard made his debut May 7 at 7 p.m. with a 15-minute sketch of the life of Samuel Adams. His talks are given very informally, with sidelights of humor in them.

KVOR sent letters to all clubs and schools informing them of the Pollard series, and first program was well attended and had unusual response.

Unique Spot of Sports

A unique idea proposed by General Manager William A. Schudt Jr. of WBT, Charlotte, is rapidly becoming one of the most popular one-minute spots in radio. Instead of a straight commercial announcement, Miller's High-Life Beer agreed to sponsor a fast-moving parade of late

Sign Deals With BBC For Coronation Airing

Felix Green, New York representative of British Broadcasting Corp., yesterday announced that stations WNEW and WOR would be allowed to broadcast the recorded version of the Coronation tomorrow night. BBC, the only broadcast company which can legally make a recording of the event, will rebroadcast the entire day's happenings to the foreign members of the British Empire tomorrow evening. The program, lasting 3 hours and 20 minutes, will be picked up via short wave by WNEW, 10 p.m.-1 a.m., and WOR will air from 10:50-11:45 p.m. Both WOR and WNEW were required to sign an agreement with BBC that they would not commercialize the broadcast or record it. NBC and CBS networks will carry the original broadcasts with the co-operation of BBC, but no independent stations in the U. S. will be allowed to pick up the programs.

Green voiced the plea that all recording firms abstain from cutting any disks. BBC is now bringing action against a number of firms that recorded the abdication speech of the Duke of Windsor for commercial purposes.

baseball scores at 10:15 nightly, with Charles Crutchfield announcing.

In the short space of a minute, Crutchfield gives the major league scores, scores unavailable for the Chesterfield network show, and the results of games of interest sectionally. The spot opens and closes with a snappy commercial and sandwiches more information into the approximately forty seconds between than many programs of a quarter-hour length.

KVOR's Safety Series

Having in mind the traffic problems incident to the influx of summer tourists visiting Colorado Springs and the Pikes Peak region, KVOR has inaugurated a series of programs heard each Monday night and called "Safety Pays." The programs are under the able hand of Chief of Police Hugh D. Harper who occupies a prominent position in Safety Council matters. Chief Harper opened the first program with general hints. He will be followed by the local fire-chief, police inspector, sheriff and other prominent county officials.

Air All Police Calls

WCAU, Philadelphia, is making arrangements with the Police Bureau to air all the police calls, heretofore heard only via a short wave set. Flashes will break in on sustaining shows in the same manner as news flashes. In this manner, civic minded listeners will be in a better position to aid in the apprehension of wanted persons and continually be on the look-out for stolen cars.

KGCX Is Installing New Transmission Line

Wolf Point, Mont.—A concentric tube transmission line, to replace the two-wire open line which has been in use since erection of the new site last fall, is being installed by KGCX. Heavy frosts in this section make it necessary to provide a line that will not change loading on the transmitter. Chief Engineer Harold Klimpel and plant engineer Eddie Richmond will do the installing.

KGCX is now making plans to broadcast ceremonies of the Fort Peck Dam which will mark the closing of the main channel of the Missouri River. Several remote setups will be used.

Sponsors Baseball on WDNC

Durham, N. C.—Durham Coca-Cola Co. will sponsor local baseball games in the Piedmont League over WDNC. A possible 17 games will be aired.

RECORDINGS

Productions — Transcriptions

Sound Reproductions Corp.

17 West 46th St.
New York City

Telephone
BR 9-8265

ENGINEERS' MEETING DRAWS RECORD CROWD

(Continued from Page 1)

papers by prominent radio engineers. W. A. R. Brown, assistant development engineer, and George O. Milne, eastern division engineer, both of NBC, read a paper on the "Ultra-High Frequency Relay Broadcasting" and gave a demonstration of the equipment using the hotel's public address system and NBC microphones.

Milne dealt with the increasing number of remote programs which are re-broadcast over NBC with the use of short and ultra-short wave transmitters. "We may, on occasion, be called upon to originate broadcasts over distances varying from a few feet to several thousand miles," Milne said. "This means that we must have equipment varying in power from a fraction of a watt to our present maximum of 1,000 watts and on frequencies from 1,500 kcs. to several hundred megacycles."

KOB-NBC Affiliation Takes Effect June 15

(Continued from Page 1)

dedicated. Located near the geographical center of New Mexico, KOB with its new transmitter will cover the entire state and will be the only network station serving this area.

Magnuson Joins WHBF

Rock Island, Ill.—J. Woodrow Magnuson, formerly assistant professor in speech department, director of broadcasting activities and manager of the school choir at Augustana college, has joined the announcing staff of WHBF.

Niela Goodelle for Paramount

Niela Goodelle has been signed by Paramount pictures and will leave for Hollywood upon the completion of current commercial commitments in July. Radio plans during her west coast stay are still indefinite.

Trautwein with Vibro

Paul K. Trautwein of the Mirror Record Corp. has been appointed sales distributor of Vibro Master Recording Equipment in New York and New Jersey. Trautwein will handle Vibro exclusively in that territory.

THE SONGBIRD OF THE SOUTH

**KATE
SMITH**

A & P BANDWAGON

THURSDAYS

CBS NETWORK 8-9 P.M., E.S.T.

EXCL. MANAGEMENT TED COLLINS

AGENCIES

ARTHUR W. PRYOR, vice-president and radio director of Batten, Barton, Durstine & Osborn; Glenn Griswold, editor of Business Week, and Frank W. Lovejoy, sales executive of Socony-Vacuum, will be among speakers at the annual convention of the Advertising Affiliation at Lawrence Hotel, Erie, Pa., Friday and Saturday, under sponsorship of the Erie Advertising Club.

WILLIAM M. STRONG, associated with B.B.D.&O. for the past 16 years, has been elected a vice-president. Last year Strong was appointed a director of the agency.

THORNLEY & JONES, INC., newly-formed agency with headquarters in New York, has formed a Chicago branch with Charles J. Keller managing. Keller was formerly associated with the John Price Jones Corp.

THE BLOW CO. will move to the new building in Radio City, as yet unnamed but address designated as 9 Rockefeller Plaza. Agency will be housed on the 24th floor about June 15.

Attending Relay League Meet

Montreal—John C. Stadler, of the CBC in Montreal, will leave shortly for Bucharest, Roumania, as official delegate of the Canadian section of the American Radio Relay League to the technical meeting preliminary to the International Radio Conference which will be held toward the end of May. The other delegate to the meeting is J. J. Lamb, of Hartford, Conn., technical editor of the magazine "Q S T", published by the American Radio Relay League.

Personnel Changes at WNOX

Knoxville—Joe Towner of WNOX is now serving as station publicity director in addition to being R. B. Westgaard's secretary. Carroll King formerly of the WMC has joined WNOX sales staff. Station has also dropped its ban on femme employees, and added Dorothy Ennis to the staff as secretary to O. L. Smith, station's commercial manager.

Five-Day Week at KYW

Philadelphia—Leslie Joy, KYW manager, is preparing to institute a five-day week in line with the NBC move. Lynn A. Willis has already been added to the announcing staff as a first move.

BIRTHDAYS

1	9	3	7
SUN	MON	TUE	WED
4	5	6	7
10	11	12	13
16	17	18	19
22	23	24	25
28	29	30	

May 11

Greetings from Radio Daily

to

Irving Berlin
Patti Chapin

MAIN STREET WITH OL' SCOOPS DAILY

● ● ● Motion picture producer Sol Lesser is negotiating for a twice weekly network show coming from the west coast heralding the adventures of "Tarzan" with Glenn Morris, Olympic star, acting in the title role.... Rubinoff's show returns east the first week in June—with trouble ahead—because Walter Cassel, who has been signed as a permanent feature on this program, may not be released from picture commitments.... George Givot has told Marion Curtiss, a non-professional, that June 2 will unite them.... Bernie Cummins replaces Anson Weeks at the Edgewater Beach.... Fletcher Henderson opens the Grand Terrace June 1.... Johnny Messner goes into the McAlpin the 31st.... Eugene C. Pulliam, manager of WIRE, played host to Major Lennox R. Lohr on Friday in Indianapolis with Niles Trammell, NBChicago manager.... Earle Ferris has called Irving Parker of his Hollywood office to come east for a west coast office expansion conference.... Jan Pearce, after his General Motors concert Sunday (and after closing at the Music Hall here), goes west to appear with Erno Rapee at the Hollywood Bowl.... WMCA had aired the Dick Merrill safe arrival 3 minutes before Press Radio released it—getting it from INS.

● ● ● Last-minute switch Sunday cancelled Frank Parker's All-Stars meeting Ruby Newman's baseball team—so Earle Ferris' crowd pinch-hitted beating Parker eleven to three with the only homer scored by Dave Charney of the Mirror (a ringer?) for the Ferris team.... Dick Mooney was pitcher for the victors, with Parker, Ken Lyons and Ruby Newman in the box for the losers.

● ● ● Dorothy Lamour has been signed for two years on the Chase & Sanborn airings.... Terri La Franconi will be billed as the "Gay Troubadour" on his twice weekly NBC noon sustaining starting today—which means a build-up for the boy.... Connie Gates will be this week's guest on the "House That Jack Built" airing.... Al Bernie is working theaters.... Earl Carpentier from Buffalo goes into the Lincoln following Isham Jones.... Don Bestor may follow Carl Ravell into the Lexington if Ralph Hitz has his way (and he usually has!).... Morton Bowe will do "Rio Rita" in concert-time on Jack Pearl's show Friday with Tommy Dorsey's crew doing it in swing time.... Wilbur Hatch, musical director of CBS' show from the coast, "Vocals by Verrill", celebrates his 15th anniversary Saturday.... Frances McCoy has been signed by Warners.... Harry Kerr of the J. Walter Thompson air dept. now answers to "pappy" because of the arrival of John last week.

● ● ● Dick Fishell's story for this space is recommended to the cartoonists.... Seems that a fire had broken out in a theater and the manager called for a pianist backstage to play in the pit so as to prevent a panic when the public became informed of the necessity to leave the theater immediately.... Joe Piano-player went down and began playing as the manager made the announcement.... The public made for the exits at the back of the house—that is everyone but the man from Local 802—who insisted that the pianist stop playing—unless he was paid OVERTIME!

● ● ● A. L. Alexander has been signed by 20th Century-Fox to narrate a series of travelogues in his own inimitable way.... Dr. Louis Sunshine has invented a game called "Theatricks" which is for show people only and will be marketed shortly....

GUEST-ING

CAROLE LOMBARD and JOSEPH BENTONELLI on Chase & Sanborn show, May 16 (NBC-Red, 8 p.m.).

BILL McCUNE will pick the winners on the Uncle Don program, reading the comics, May 16 (WOR, 10:30 a.m.).

TANIA and KIRSOFF, interviewed on the "Treadin' the Town" program, May 13 (WBNX, 3:45 p.m.).

FERNAND GRAVET, WILL FYFFE, J. B. PRIESTLEY, FLORENCE DESMOND and LONDON SCOTTISH PIPERS BAND on Rudy Vallee program from London, May 13 (NBC-Red, 8 p.m.).

JOHN McCORMACK, on Bing Crosby Kraft Music Hall, May 14 (NBC-Red, 9:30 p.m.).

MISCHA MISCHAKOFF, on Magic Key of RCA, May 16 (NBC-Blue, 2 p.m.).

VERLYE MILLER, harpist, on George Griffen program this evening (NBC-Blue, 6:35 p.m.).

RCA Short Wave for Guatemala

President Jorge Ubico of Guatemala has signed the order approving purchase of a long and short wave broadcasting station from RCA. Contract calls for the training of three Guatemalan students at the RCA factory in Camden and also for a special hook-up with the National Broadcasting Company. Work on the new station is scheduled to begin as soon as possible.

Warners Sign Tetley

Walter Tetley, juvenile star of the networks, has been signed by Warner Bros. for two shorts and a feature picture. Work on the shorts will begin immediately in the Eastern studios. Tetley leaves for Hollywood in the summer to make the full-length picture.

KSTP Aids in Election

St. Paul—KSTP did one of its civic services Monday by putting its mobile short wave transmitter into a get-out-the-vote drive for the Minneapolis primary. Unit started out at 7 a.m., reminding listeners that it was election day and incidentally picking up news on the early vote.

Thomas-Blum Interview May 18

Lowell Thomas' interview with Premier Blum of France, scheduled for Friday, has been postponed to May 18 at 6:45 p.m. over the NBC-Blue network. Talk will come from Paris, Thomas broadcasts from London at his usual hour tomorrow.

Magic Key from Chi

Magic Key of RCA will emanate from Chicago on March 16, with Dr. Frank Black conducting, Vivian Della Chiesa, Kings Jesters, Sylvia Clark, Chicago A Cappella Choir under Noble Cain, and Charles Lyon announcing. Program will be staged in the Civic Opera house before a group of RCA Victor distributors.

WITH THE ★ WOMEN ★

By ADELE ALLERHAND

HILDEGARDE, now warbling at London's Ritz, will be held over there until October....She's affixed her signature to a document calling for her appearance in television broadcasts for British Broadcasting, 'tis reported....La Dragonette to revisit the equivalent of the little red schoolhouse next Sunday when she concertizes at Georgian Court, convent which bred her....Helen Walpole and Noel Mills are two of the damsels being used in the NBC television stunts....According to Noel, several couples appear on the screen simultaneously and waltz....Erstwhile "Madame X", Irene Hubbard, now adorns the cast of "Our Gal Sunday"....Doris Hare, Piccadilly's gift to Broadway, returns to the London scene May 15 to zany in a pending C. B. Cochrane revue....she'll revisit these shores come Fall....

Madame Cantacuzene, authoring and lecturing femme, to be interviewed by Ann Hard on the "Let's Talk It Over" program, May 17, anent "Traditions and Trends that Influence Modern Life"....Michael Strange, scrivening ex-wife of John Barrymore, to offer a series of dramatic readings of poetry, against a background of organ music in four NBC broadcasts, beginning May 19....Gus Arnheim, Carl Ravell and their respective vocalists, Gail Reese and June Robbins posed for family pix at the Arnheim New Yorker premiere last week....

Helen Fox, CBS hostess, Kentucky-bound for vacation reasons....Cora Shephard, receptionist with that organization, temporarily worsted by that "ole daybil" cold....Cincinnati's femme world listens in at 1:30 in the p.m.'s to hear the Dot Club reporter tell all concerning feminine activities over WCPO....Dee Collins, pocket edition vocalist, closes at the Rainbow Grill May 24 to depart California-ward on the 28th on what she insists is only a visit....Myrna Loy, Constance Cummings, Francine Larrimore, Dorothy Mackaill, Loretta Young, Pearl White, and Anna May Wong will all add stardust to the WHN broadcast of the "Captains Courageous" premiere tonight as they take the mike in the lobby of the Astor....

ORCHESTRAS - MUSIC

GUY LOMBARDO and his ork make their first Philadelphia appearance of the season Friday at the Earle Theater.

Chick Webb and Ella Fitzgerald are waging musical warfare at Robert Du Preese's ballrooms in Philly and Atlantic City, with a WDAS and WPG wire.

Nano Rodrigo and ork will play at the Israel Zion Hospital charity affair at the Waldorf Astoria May 22. Nano has signed Los Rancheros, trio now featured at El Chico, as guest stars.

Jess Stafford, Oakland Lake Merritt Hotel dance batonist, on the mend after his rather serious illness.

Milton Kellem, back from South America and the Latin countries, will appear at the Arcadia International House, Philly, with a WFIL-Mutual wire.

Jan Savitt, KYW-NBC Top-Hatter, makes his debut in the Tin Pan Alley manner with a bit of collaboration on the ditty "Let's All Play Geography". Tommy Gindhart and Ben Musicant were his collaborators. It's been plattered by Variety and will be published by Exclusive.

Don Martin's summer spot will be at Almonesson Park, Almonesson, N. J.

Charlie Kerr has returned to the ether after a Florida season, to function as emcee for an early morning musical over WCAU, Philly.

The Dubs String Band, a youthful musical aggregation familiar to the WDNC Durham, N. C., listeners-in, returns to the air waves there tonight at 7:30, with the Dubs Sand-

wich Co. as sponsors. Program will be heard weekly at the same time.

Shep Fields has introduced his 12-piece accordion ensemble in the current vaudeville and one-night stand offerings. The entire Rippling Rhythm contingent is featuring Rimsky-Korsakov's "Flight of the Bumble Bee." They'll air it on the Sunday night Rippling Rhythm Revue at an early date.

Tele-Program has asked for and been granted permission to record the "Messenger's" theme song, simultaneously with the second anniversary of the "Messenger" on WMCA. "Peace" is the name of the selection, the lyrics of which were penned by Cecelia Lawrence, executive secretary, and the musical setting by David Sodelle.

Saxophonist Bud Gorman replaces Frank Kirgan in Walter Rudolph's ork at KYA. Kirgan resigned to take a position with Frank Castle's ork at San Francisco's Club Deauville.

John Williams, who made recordings of a course of ten easy lessons, sold them to the Australian government as an educational feature at a considerable figure, will visit the Coronation.

Ed Vito, NBC harpist will tread the trail blazed by Mischa Mischakoff by joining the NBC Company Orchestra which will be heard over NBC next winter under the baton of Toscanini.

Byron "Continuity" Ray, songsmith, is having his compositions published en masse, according to Wally Sandback, KSL announcer, who says they must pack a wallop, for "Springtime in the Rockies" authoress is collaborating on the lyrics.

★ ★ Los Angeles ★ ★

NBC Artist Bureau has sold Tommy Harris as featured singer for the Fibber McGee and Molly show for the duration of the Hollywood broadcasts. Harris will continue on his Moon Glow program, also red net.

George Jay and the California Chain's Listen Ladies program have set Elaine Barrymore for today's interview spot, and will have Ray Noble tomorrow.

General Motors Acceptance Corp.'s "Page 1 News Parade," Don Lee Mutual net, starts immediately on a later time schedule, moving from 6 to 6:45 p.m. PST.

"Hollywood Hotel" has set Edwin Arnold to do scenes from "Toast of New York" on program of May 28; Edward Robinson and Bette Davis in scenes from "Kid Galahad" for

June 4, and Irene Dunne in "High, Wide and Handsome" for June 11.

Gene Austin and Jimmy Grier have been signed for the Penner summer show for Cocoamalt.

Raymond R. Morgan Co. has sold "Success Doctor" disk series to United Farmers Milk Co. (through Louis Glaser agency), Boston; Dr. Pepper Bottling Co., Richmond, Va. (Station WRVA); Billings Grocery Co., Billings, Mont. (KGHL) and Grow & Pitcher agency for an unannounced client, Toronto.

House of Peter MacGregor (C. P. MacGregor Co. library serial) starts recording this week on its second year, going in to 312 episodes. Barbara Luddy plays lead.

Sterling Young orchestra doing library series for C. P. MacGregor. Al Jolson has set Arthur Caesar's

★ F. C. C. ★ ACTIVITIES

APPLICATIONS RECEIVED

C. Bruce McConnell, Indianapolis, Ind. CP for new station. 1500 kc., 100 watts night, 250 watts day, specified.

Pacific Radio Corp., Grants Pass, Ore. CP for new station. 630 kc., 500 watts, unlimited.

Yankee Network, Inc., Boston. CP for new high frequency station. 41200 kc., 50 kw., unlimited.

Yankee Network, Inc., Boston. CP for new relay station. 130000, 135000, 140000 and 145000 kc., 250 watts, unlimited.

APPLICATIONS RECEIVED AND RETURNED

O. C. Burke, Dickinson, Tex. CP for new station. 1500 kc., 100 watts, unlimited.

HEARINGS SCHEDULED

May 12: Young People's Assn. for Propagation of the Gospel, Shark River Bay, N. J. CP for new station. 640 kc., 5 Kw., specified.

May 13: Loyal K. King, Pasadena, Cal. CP for new station. 1480 kc., 250 watts, daytime.

State Capital Broadcasting Assn., Austin, Tex. CP for new station. 1120 kc., 500 watts, 1 Kw. LS., specified.

May 14: Louisville Broadcasting Co., Louisville. CP for new station. 1210 kc., 250 watts, daytime.

Louisville Times Co., Louisville. CP for new station. 1210 kc., 100 watts, unlimited.

Harold F. Gross, Lansing, Mich. CP for new station. 580 kc., 500 watts, 1 Kw. LS., unlimited.

KRKD, Los Angeles. Auth. to transfer control of corp., 1120 kc., 500 watts, 2½ Kw. LS., share time.

"The Greatest Judge" for his playlet on May 18 program.

Ben Bernie's Playboys (George Cox, Bob Strum, Harold Sanders and Leonard Nickelson) will start something new for the Trocadero cafe, starting June 1 when they go on as an intermission specialty team.

Leo Tyson, KMPC general manager, reports new program features policy has brought fan mail up 22 per cent over last year. Brought in letters from 115 Southern California cities in one week.

J. Walter Thompson have added three more offices to their suite, to accommodate new Chase & Sanborn show staff.

Howard S. DeLong has resigned as chief technician for KRKD to go to KFWB. Willis O. Freitag, son of V. G. Freitag, station's first manager, takes DeLong's place, with Joe Reinweld going in charge of the station's transmitter.

KGER has signed a flock of new talent to play during the five week vacation of the Long Beach Municipal band, heard daily on the station. Band resumes from the Mall in Long Beach June 1. In the meantime, KGER will use two string trios, Pacific String quartet, Womans' Quartet, Billie Murphy, pianist; Major Harry L. Bateson, Al Cassidy, Irish tenor and Leba Einhorn, character sketches.

Donald Peterson

PRODUCING

JUNIOR G-MEN of AMERICA

WOR-6:30 P.M.

M.W.F.

★ Program Reviews and Comments ★

"CHASE & SANBORN HOUR"

Standard Brands, Inc.
WEAF—NBC Red Network, Sundays, 8-9 p.m.

J. Walter Thompson Co.

CHASE & SANBORN BACK AS A STRONG SUNDAY NIGHT CONTENDER WITH POWERFUL VARIETY SHOW.

With John Reber personally supervising the details, J. Walter Thompson agency came through with a variety program that clicked from start to finish. Budget must be high, but no errors in spending it could have been made, judging by the quality of the entertainment. Among permanent features of the show are Don Ameche, as emcee; Edgard Bergen (and Charles McCarthy); Dorothy Lamour, singer with the sex angle, and Werner Janssen, conducting the orchestra. The guesting W. C. Fields also continues on the show next Sunday. Other guests on this occasion were Ann Harding (Mrs. Werner Janssen); Ray Middleton, baritone, and Dick Rodgers and Larry Hart.

The versatile Ameche handled most of the continuity as the master of ceremonies, also ably singing a ballad and playing opposite Miss Harding in a scene from Molnar's "The Guardsman." Miss Lamour has been heard in better voice, but this did not detract from the weight of the production, particularly as to comedy, with Bergen hiring McCarthy as butler and doing a fine English bit of business. And of course Bill Fields was sensational. As in the case of Bergen, the ventriloquist angle is one thing, but the consistently fine material is the works. Fields tangling up with "McCarthy" who was in and out of the show, was productive of no end of laughs. The comedian was going great guns at all times, his recent illnesses being turned to advantage.

In presenting the Rodgers and Hart opus, "All Points West," originally introduced on a Paul Whiteman concert, Ray Middleton, was the logical choice to get the most out of it. All others singers who have done it on the air to date, never got to first base. Janssen's orchestra did not seem to have good balance, either too many men making an unwieldy combination or Janssen hasn't got a light enough touch for pop numbers. Over-arranging was much in evidence, but these details ought to be remedied easily enough. Next Sunday's scheduled guests are Joseph Bentonelli and Carole Lombard. Commercials for Chase & Sanborn coffee were wisely held down.

"THE PIRATES OF PENZANCE"

Sustaining

WQXR, Fridays, 9-10 p.m.

GILBERT & SULLIVAN IN THE WPA MANNER, WITH THE D'OYLY CARTERS SUPPLYING MUSICAL BACKGROUND.

The Savoyards got off to a pleasing start, with the WPA Federal Theater

cast speaking voices doing a surprisingly good job of blending with the D'Oyly Carte Opera Company's recorded vocalizations, under the direction of Donald Macfarlane and Charles Crumpton, in the first act of the satirical opera. Phillip White as the Pirate King and Louise McNamara in the character of the superannuated Ruth were particularly impressive in their adherence to the G. & S. tradition. The selection of Elgar's "Pomp & Circumstance" as theme song, with a rollicking apologia outlining the reason therefor was especially amusing.

"SUPPLY AND DEMAND"

Sustaining

WABC-CBS Network, Sunday, May 9, 7-7:30 p.m.

COMPELLING SOCIOLOGICAL DRAMA WRITTEN FOR RADIO BY IRWIN SHAW.

This Columbia Workshop presentation, penned expressly for radio presentation by Irwin Shaw, author of "Bury the Dead," is another convincing indication of the possibilities of radio as a medium for dramatic entertainment when the necessary talents cooperate to that end. With dialogue direction and staging by Worthington Miner, production supervision by Irving Reis, and capable actors in the cast, the playlet proved as absorbing and suspenseful as any counterpart of the stage or screen.

Shaw has written a lashing satire on hunger in the midst of plenty. Through discussions carried on by a panhandler and a penniless economist who meet on the waterfront, where turkeys are being dumped into the water because of oversupply which is bad for the market price, the inconsistency of present day economic principles is sharply brought out. The indigent economist's creed is that "if everyone ate at the same table, none would be hungry." He cites cases, depicted in flashbacks, where a girl married a man she didn't love because he could provide her with food; of a farmer who had to feed his cantaloupes to pigs and then was declared insane, and a father with a starving family driven to desperation by hunger. A final high note of irony is sounded when the economist, together with the panhandler, are inducted into the working gang that is dumping the turkeys in the river—so they can earn a dollar to buy something to eat.

"VOCALS BY VERRILL"

with Wilbur Hatch's Orchestra

Sustaining

KNX-CBS Network, Saturdays, 5:30-5:45 p.m. EDT

VERRILL'S GOOD VOCALIZING WITH FINE ORK BACKGROUND BY WILBUR HATCH.

In this newly inaugurated series from the coast, where she is engaged in film-acting, Virginia Verrill does her usual good workmanlike job of singing. A nice selection of numbers, including "Head Over Heels In Love," "More Than You Know," and "Carelessly" as the highlight, made

her initial program thoroughly enjoyable.

The Wilbur Hatch Orchestra, making its coast-to-coast bow, created a very favorable impression. Hatch's music is smooth, rhythmic and pleasingly restrained.

"RIPPLING RHYTHM REVUE"

with Bob Hope

Woodbury

WJZ-NBC-Blue network, Sundays, 9-9:30 p.m.

Lennen & Mitchell Inc.

BOB HOPE STEPS INTO M.C. SPOT AND GIVES SHOW A BIT OF A LIFT.

Taking over the master of ceremonies position, Bob Hope injected some brightness into Woodbury's Sunday evening program. Nothing sensational, but he started off with pretty good results and ought to have no trouble building as he goes along.

George Jessel's familiar gag of calling up his mother was used by Hope, but instead of phoning his own mother he called Jessel's ma. It was fairly effective for laughs.

Frank Parker and Shep Fields also gave Hope some assistance, and of course Parker's vocalizing and Fields' rippling rhythm were enjoyable items.

"GOSPEL HYMNS"

with Homer Rodeheaver

Sustaining

WOR, Mondays, Wednesdays and Fridays, 8:45-9 a.m.

APPROPRIATE MORNING PROGRAM OF GOSPEL SINGING AND POETIC READINGS.

Having been a song leader under Billy Sunday, Homer Rodeheaver is well equipped to present a morning inspirational program of gospel hymns and verse. He has a good voice, somewhat like that of Wendell Hall, the community singer, and his general style is nicely suited to a devotional presentation of this type. Louise Wilshire officiates capably at the organ. Listeners are invited to request favorite numbers.

Eddie Cantor

Being a showman on his toes, Eddie Cantor bucked the debut of the new Chase & Sanborn program Sunday night by putting on one of his best shows for Texaco over CBS at 8:30. Eddie staged a double reunion, bringing in Rubino, his former maestro, and Parkyakarkus, his erstwhile ace stooge. Both did fine service, and together with Deanna Durbin, Bobby Breen, Saymore Saymore and the rest of Cantor's contingent, the show was strong in entertainment value.

Kentucky Derby

NBC delivered good value to the Kentucky Derby broadcast sponsor (Brown & Williamson Tobacco; Raleigh and Kool cigarettes). Aired over the NBC-Blue, 6:15-7 p.m. Saturday, the event had plenty of color, suspense, excitement and general in-

terest. Clem McCarthy, principal man at the mike, did a lively job. Assisting him were Charles Lyon of NBC's Chicago staff, George Patterson of WAVE in Louisville and Lyle Van of NBC in New York. Personalities brought to the mike for brief expressions included Postmaster General Farley, Governor Landon and Mayor Miller of Louisville.

Smiling Ed McConnell

Smiling Ed McConnell observed his 15th air anniversary Sunday afternoon on the NBC-Red network with a program in which he was the object of some good-natured heckling about how he accidentally made his debut as a radio entertainer. It is by no accident, however, that Smiling Ed caught on and has remained a welcome dial visitor for 15 long years. This is just by way of felicitation and tribute to one of radio's standard acts on his arrival at a milestone which we hope is but a small part of his journey.

Pre-Coronation Broadcast

Over the CBS and NBC-Blue networks Sunday afternoon came an unusually interesting pre-coronation broadcast in which the Archbishop of Canterbury gave something of a preview of Wednesday's ceremonial and told of its background and meaning. It was engrossing and impressive. The Archbishop has a fine speaking voice and knows how to put things concisely, and the reception on this side was perfect.

"The Crown Jewels"

Though fairly interesting, the length of this dramatization and the lateness of its position on the bill made it rather difficult listening. Written by Francis Wilson and presented at 10:30-11:30 p.m. over the NBC-Red network, the work deals with events both good and bad associated with the British royal jewels for centuries back. Part of the script is narration, which was delivered by a feminine commentator, and then the highlight incidents were acted out. It sounded as though it could be a lot better than it actually was in this presentation.

Briefly

As was to be expected, at least a dozen of the week-end comics took advantage of Mother's Day and the Kentucky Derby to pull a gag about "mudder's day."

Phil Cook's "Almanac," on CBS at 8-9 a.m. daily, is a good bet that some sponsor is passing up.

The "Piccadilly Music Hall" on the NBC-Blue at 11:05-12 midnight EDT Tuesday's hasn't quite lived up to its initial show pace. Probably too late at night to put on a peppy variety.

Gladys Swarthout and her duets with Frank Chapman will be missed
(Continued on Opposite Page)

Program ☆ ☆ Comments

(Continued from Opposite Page)

from the 10 p.m. Sunday spot on the NBC-Red, where they just completed their series.

Leo Reisman's music on WOR at 9 on Sunday eves is about the most delectable harmony to be found on the airwaves that day.

John Charles Thomas was swell in the Toreador song from "Carmen" on the Sunday 8-9 p.m. NBC-Red musical spot which Erno Rapee conducts so admirably. Kitty Carlisle fine, too.

Tim and Irene are getting better each successive Sunday on "Fun in Swingtime" over WOR-Mutual.

Josephine Antoine sang "Kiss Me Again" beautifully on Rubinoff's CBS program Sunday. Walter Cassel, the regular baritone of the program, sounds more like success every week.

The one act of "Excursion" presented on Sunday's Magic Key of RCA over the NBC-Blue was fine entertainment. Irish tenor Larry Burke also scored, and of course Efrem Zimbalist was superb.

Mrs. C. R. Gray, the "American Mother of 1937" in the NBC-Red network Mother's Day program, delivered a beautiful talk, displaying an exceptional radio voice.

Prof. Quiz and Arthur Godfrey continue to set the pace in the question-and-answer program field.

Phillips Lord again had a fine batch of human interest and some good comedy in his Sunday NBC-Blue "We, the People."

Paul Douglas is one of the most ambidextrous announcers on the networks, and the way he handles the CBS Children's Hour on Sunday mornings is just one of the good marks on his report card.

Bob Murray, appearing with Don Albert and other WHN orchestras, is another youthful vocalizer who displays more promise on each successive program.

Disk WPTF Programs

Raleigh, N. C. — Chief Technician Henry Hulick is busy transcribing several of the most popular WPTF sustaining and many commercial programs. Records will be shipped to the station's New York reps for future audition purposes.

WHB's 15th Year

Kansas City—In honor of its 15th year on the air, WHB will hold a full week's celebration, May 16-23.

NEW BUSINESS

Philadelphia

WFIL: Sure Laboratories, daily participations in "Classified News," 6 weeks, through Salviar Broadcasting System; Procter & Gamble, 4 daily spots, 4 weeks, through Pedlar & Ryan; Spatola Importing (liquor), weekly spot, 7 weeks, through Adrian Bauer; United News Agency (magazines), circulation promotion test series, weekly spot, 8 weeks.

KYW: North American Accident Insurance Co., 15-min. weekly news show by Bill Lang, 13 weeks, through Franklin-Bruck Adv.

WIP: Peter Paul (candies), 26 five-minute disks, 5 weeks; Spatola Importing Co. (liquor), 5 spots weekly, through Adrian Bauer; Frank & Seder (dep't store), 4 spots weekly, 8 weeks, through Gallagher & Muir; Dr. Locke (shoes), 4 spots weekly, 26 weeks, through Harvey Best Agency.

WDAS: Erickson Line (excursion boats), 18 spots weekly, 13 weeks, through Feigenbaum Agency; Hygienic Phone Service, Moskin's Credit Stores, Reinhardt's (electrical appliances).

WBT, Charlotte

Miller Brewing Co., Milwaukee, seven spots daily, through Roche-Williams & Cunyningham Inc., Cleveland; Old North State Breweries, Concord, N. C., six 15-min. programs weekly Gulf Refining, Pittsburgh, three 15-min. shows weekly, 20 weeks, through Young & Rubicam, N. Y.; Piedmont Distributors (Grunow refrigerators), 15-min. program, 13 weeks.

KFRC, San Francisco

Gallen Kamp Stores, 30 spots, also on KHJ, through Long Adv. Service; Sutter Hospital Drug Store, 30 spots, through E. R. Ham Adv.; Moore Elec. Supply, 13 quarter-hour shows, "Morning Merry-makers," on Don Lee

WCCO Adds 15 Minutes

Minneapolis — Effective this week, WCCO, Minneapolis, will start broadcasting at 6 a.m., Mondays through Saturdays—15 minutes earlier than heretofore. This will add an hour-and-a-half to the station's weekly schedule. The change was necessitated by the demand for early morning time. 8 a.m. will continue to be the Sunday opening hour.

Gallardo Leaving WCSC

Charleston, S. C. — Jose Gallardo, Spanish news events commentator at WCSC, leaves June 1 for San Juan, Porto Rico, to take up his new duties as commissioner of education of the island, under appointment by President Roosevelt.

Ted Husing Grounded

Ted Husing missed his first broadcast in about ten years of radio when his plane failed to take off for Boston on Friday because of weather conditions. A local announcer substituted.

net, through M. E. Harlan; S. F. Ass'n of Underwriters, 7 spots.

KSL, Salt Lake City

Lucky Strike News Parade, five times weekly; Fisher Brewing Co., 26 "Hollywood Spotlights"; Union Knit, two 15-min. shows weekly, through Gillham Agency; Salt Lake Tribune, five quarter-hours in summer tourist tieup; Union Electric Supply (Stewart-Warner distributor), spot series; Reliable Furniture Co. and Schramm-Johnson spots for annual penny sale.

WHN, New York

C. V. Hill & Co. (refrigerators), thrice weekly, 13 weeks, on Ida Bailey Allen series, through George H. Gibson & Co.; Madison Personal Loan, 52 weeks, four times weekly, dance recordings, through Klinger Advertising Corp.; Book Review, renewed for 13 weeks.

Hoffman Beverage Co., spots, 20 weeks, through B.B.D. & O.; Procter & Gamble (Crisco), two 15-minute disk periods a day, Monday through Friday, through Compton Advertising Corp.

WHB, Kansas City

Kansas City Automotive Trades Ass'n, eight 15-min. shows.

Indianapolis

WIRE: Stewart Radio, half-hour Saturday morning broadcast from marriage license bureau.

WFBM: Kirk Furniture, half-hour Sunday show.

KJBS, San Francisco

Matzger Candy Co., 26 weeks of spots; Fannettes (dress show), through Theodore Segall; People's Baking Co., Healds Business College.

Set Detrola Hearings

Washington Bureau, RADIO DAILY Washington—Securities & Exchange Commission will hold a hearing May 19 on the registration statement of Detrola Radio & Television Corp. filed last December. SEC found irregularities in the firm's prospectus.

New Features on WMCA

A stock market summary is now part of the three-hour daily "Grand Stand and Band Stand" broadcast on WMCA.

Station also has added an early morning news spot, a three-minute flash at 7:10 a.m. daily.

WBAL Pimlico Broadcasts

Baltimore—WBAL is broadcasting from Pimlico racetrack daily this week at 2 p.m. and climaxing with the Preakness on Saturday.

Clem McCarthy will be at the mike for the NBC-Blue network. American Oil Co. is sponsoring the Preakness airing.

PROMOTION

Blotto and Free Tickets

Winning free tickets to the Milwaukee Brewer games by competing in the game of Blotto is a popular feature of the WISN Sports Parade, conducted by Alan Hale and heard each weekday at 5:45 p.m. On half of a folded paper, listeners write with ink the name of a Brewer player, pressing it down on the other half of the paper while the name is still wet.

The result is more a matter of luck than skill, but winners are selected by the most interesting design made by the imprint.

License Plate Publicity

WFIL, Philadelphia, is providing the entire staff with auto license plates carrying the station call letters in blue on a white field, tag also showing an NBC and Mutual marker. Electrical impulses radiating from each end makes them stand out. It serves as institutional publicity for station, also an indirect plea for police courtesy in parking jams while on assignment.

Launching Model House

Six promotional shows are planned by KLS, Salt Lake City, to launch its Model Home to the radio audience. Home is being built on a cooperative deal with some 25 local concerns. Four of the promotional programs will come from the studios and will include interviews with various builders. The fifth broadcast will be short-waved from the home site, while the sixth will be a "man in the house" interview.

From the Mail

WHDL of Olean, N. Y., and Bradford, Pa., put out a very interesting and readable folder using facsimiles of audience letters all over the front cover and devoting all but one of the other pages to reprints of typical mail from listeners.

Folder was set up in readable, plain type, using same size throughout.

Back page of the folder contained a tabulation of the station's February mail distribution.

New Akron Broadcasting Firm

Akron, O. — The Keystone Broadcasting Co. has been incorporated by Herman Rabe, R. S. Marrott, R. Duncan and Joseph Thomas.

"Mystery Chef" Out of Chi

"Mystery Chef," NBC-Red network show twice weekly, will originate from Chicago until May 25, starting today.

MRS. MARTIN JOHNSON

EXCLUSIVE MANAGEMENT
CLARK H. GETTS, INC.
WALDORF-ASTORIA

"AUNT JEMIMA" LOSES \$115,968 DAMAGE SUIT

(Continued from Page 1)

had a right to use the Aunt Jemima name because they had received permission from the Quaker Oats Co. which had been using the name and trade-mark photo of an "Aunt Jemima" on pan-cake flour, since 1890. The Gardella bill of complaint was ordered dismissed.

Attorneys for Miss Gardella may appeal to the Supreme Court. At the time of the trial a settlement out of court for a substantial sum almost came to a head. Benton & Bowles agency handles the Log Cabin account.

Fewer and Better Policy For KSTP News Periods

(Continued from Page 1)

six shots a day, none of them less than five minutes each.

Previously the station carried 11 newscasts a day, nearly half of them ranging from two to three minutes. Casts now are spotted at strategic points through the day: one of five minutes for the breakfast table at 7:30; 10 minutes at noon; five in mid-afternoon; five at the dinner hour; 10 at 10:15, and a five-minute shot at midnight, blurred as the first news of the new day.

Condensation idea does not eliminate flashes on important material, but breaking of the regular schedule is only for really big-time stuff.

Radio Talent Dated For Cleveland Expo

(Continued from Page 1)

Fireside Recitals; July 11, Cast of the Sealtest broadcast; July 24, Carborundum Band; Aug. 14-20, cast of "Girl Alone." Fibber McGee & Molly and Irene Wicker, the Singing Lady, have been signed for three days each, while the Cycle Trades of America cast will be at the exposition for one day.

Cook, in Cleveland for a few days, expects to announce further bookings upon his return to New York the end of the week.

ONE MINUTE INTERVIEW

TED COLLINS

"No less than in advertising, there should be truth in radio. Listeners must be indelibly impressed with the idea that there is no deception on the air and whatever they hear is the absolute truth. This is especially desired in cases where a celebrity or lesser light is impersonated, or the point originating a broadcast."

☆ Coast-to-Coast ☆

JOSE ITURBI and Alexander Smallens are booked to guest-conduct the Philadelphia Orchestra in its summer series. Soloists will include John Charles Thomas, Grace Moore, Efrem Zimbalist and George Cope-land.

George Olsen and Tom Mixed appeared before mikes at WSGN, Birmingham, while in that city recently.

Gladys Pinney of KSL, Salt Lake City, has been vacationing in Frisco. Lennox Murdoch of the same station also going west for a rest.

Woods Dreyfus, tenor, and **Therese Meyer**, organist, in "Memories Garden" resumed Sunday over WISN, sponsored by Wisconsin Memorial Park. Marks fifth year for this program.

Ila Dudley's "The Open Door" program on WISN has proved so popular that it is now heard twice weekly. The WISN dramatic staff helps Miss Dudley present a five-minute drama depicting some problem of home or heart.

Col. Zeke (Staff announcer **Francis Fitzgerald**) and his **Hillbilly Swing Show** at WCSC, Charleston, S. C., won the station's April showmanship prize, awarded on vote of staff members. Zeke's program, sponsored by **Clement Furniture**, has had more renewals than a cheap auto tire.

Glen Shelly, organist and pianist, is celebrating his sixth year at KGW, Portland, Ore.

Art Kirkham will describe **Portland's Rose Festival** when it is aired via KOIN on June 9 under Texaco sponsorship again.

Howard S. Keefe is handling "The Monitor Views the News," 15-minute nightly program assembled by Christian Science Monitor, over WSPR, Springfield, Mass.

Charles G. Swift, pianist and announcer at WSPR and WMAS, Springfield, Mass., is now assistant to the manager of the local Safety Council.

Arlene Ekstrand is a new addition to the office force at KFOR, Lincoln, Neb.

Bob Moon, 19-year-old announcer at KFOR-KFAB, recently obtained his third commercial program in a month, adding "Sports Across the Breakfast Table."

Dorothea Bekclloff, also heard on the air as **Adele Starr**, will be married June 5 to **Chester Brooks**, former schoolmate, in Huron, O.

Mall Dodson relinquishes his city editor's post on the **Atlantic City News** to take up combined duties of

radio chatterer for **Gulf Oil** over **WPG** and press agent for the **Atlantic City Convention Hall**.

Fred Kirby and his **Smilin' Cowboys**, featuring **Happy Sam Fowler**, famous stage and air comedian, yesterday took over the **RCA** show at **WBT, Charlotte**. They replaced **Dick Hartman**, who had the **RCA** spot several years, relinquishing it recently to appear in western pictures.

Bill Brown, who takes over **Dutch Reagan's** sportcasting job on **WHO, Des Moines**, May 23, was introduced to fans last week. He also will be heard from time to time between now and the day he takes over regularly. **Reagan** is going to **Hollywood**.

University of North Carolina Glee Club will do a half-hour broadcast May 16 at 10:30 p.m. from **WPTF, Raleigh**.

Capt. Bill Bleakley, manager of the **Oklahoma City** airport, is offering "Flying the Air Waves" on Saturday afternoons over **WKY**.

Clair Shadwell, the **Old Shepherd** of **WBT, Charlotte**, will devote his full time to producing, announcing and selling the **Musical Clock**, which he has been handling for three years as a part of his manifold duties. In addition, **Shadwell** also will be available for special shows.

"Industry Talks," series of ten short talks prepared by the **Bureau of Research and Education of the Advertising Federation of America**, started last week at **WPTF, Raleigh**, under auspices of **Richard Mason**, manager of the station. A leading business executive of the community will be brought to the mike each Wednesday evening.

Jewish Daily Forward is airing a program of Jewish music and humor each Friday at 6:30 p.m. and Sunday at 10 a.m. C.S.T. over **WEMP, Milwaukee**.

J. W. Marriott, noted **British** educator, essayist, author and editor, will open tomorrow night's **WMCA** broadcast from **London**, giving the viewpoint of the cultured Englishman. **I. J. Fox**, well-known **New York City** businessman, will tell what the Coronation means to an American business executive, and **Harlan Eugene Read**, American author, lecturer and commentator, will give the American newspaperman's viewpoint. It will be one of the longest and most expensive pick-ups of a sustaining program ever made by an independent station.

William F. Mitten, managing editor of the **South Jersey News**, newscasting nightly over **WCAM, Camden, N. J.**

"Rowdy" **Pocan** is announcing a series of wrestling matches each

MUTUAL SNEAKS DERBY; NBC SCOOPS ON MERRILL

(Continued from Page 1)

night. Last actual contact was at 2:15 a.m. yesterday morning when **Merrill** was heard over **MBS** from a point 1,686 miles from **New York**, believed to be a record in radio. But when he landed at **Croydon airport, London**, **Max Jordan**, **NBC's** European representative, in **London** for the **Coronation**, was there to meet the plane and, using a borrowed mike from the **General Post Office**, relayed the program to **NBC** in **America** through **BBC** facilities and **RCA Communications**. **Mutual** did not have a broadcast from **London**.

Last Saturday, **NBC** broadcast was supposed to have the only air description of the running of the **Kentucky Derby**, but **Mutual** had a program on the air at the same time and broadcast the final result 30 seconds after **Clem McCarthy** announced the winner on the **NBC** airwaves. **MBS** program was fed from **WGN** and **Fred Weber**, **MBS** general manager, would not say how the program was picked up other than to deny that **Western Union** furnished them with the report.

Angeline Clement Joins Agency

Minneapolis — **Angeline Clement**, for six years in the continuity department at **WCCO, Minneapolis**, resigns May 22 to become head of the radio department at **David Advertising Agency, St. Paul**. She is a graduate of the **University of Minnesota**.

KLRA Improvements

Little Rock, Ark.—**KLRA** recently moved into new studios, coincident with increase in power, and new broadcasts are now being added.

Thursday night at 10 o'clock over **WRJN, Racine, Wis.**, direct from the **Eagles** hall in that city.

Mrs. Meta Huth last week celebrated her third anniversary as arranger and conductor of the **German** program presented each Tuesday night over **WRJN, Racine, Wis.** She is assisted by **Marie Timer**.

Dave Pritchard is conducting the "Community Sing," new half hour broadcast over **WRJN, Racine, Wis.**, Monday nights at 8.

CONSOLIDATED RADIO ARTISTS, INC.

30 Rockefeller Plaza, N. Y. CO. 5-3580
CLEVELAND • CHICAGO • DALLAS • HOLLYWOOD

America's Leading Radio
and Dance Orchestras

BAND OF THE WEEK
★
GEORGE HALL
AND HIS
ORCHESTRA
TAFT HOTEL, NEW YORK
CBS NETWORK



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 66

NEW YORK, N. Y., WEDNESDAY, MAY 12, 1937

FIVE CENTS

Coronation's Record Web

BROWN URGES SAFEGUARD FOR FREE SPEECH ON AIR

Cleveland—Constitutional guarantees of freedom of speech by radio are to be guarded as carefully as the freedom of the press, and the present federal regulation of communications has been conceived with this in mind, Thad H. Brown, member of the FCC, told students of the College of Law at Western Reserve University in an address yesterday on "The Federal Communications Law."

Characterizing radio as a modern Stentor whose voice is heard the length and breadth of the land, Commissioner Brown hailed radio as a great new scientific wonder and said that our greatest error would be not to fully appreciate and make use of

(Continued on Page 8)

Depositions Sought In Transradio Action

The 17 defendants in the Transradio Press Service, suit for \$1,700,000 filed over two years ago, made and argued a motion yesterday in the U. S. District Court before Federal Judge Clancy, in which the defendants sought permission to obtain depositions from various sources around the country. Decision was reserved, pending briefs to be filed Friday by counsel for Transradio.

Attorney for Transradio, Isaac W. Digges, contended that the de-

(Continued on Page 3)

Set Parleys in Vienna On Radio, Television

Vienna—The International Congress of Short Waves will be held here July 12-17.

An exposition of radio-television also will take place July 1-Aug. 1.

Required Listening

Chicago—Radio is taking its place in high schools as a medium of instruction.

McHenry High School at McHenry, Ill., and Fremont, Mich., High School report that they are requiring seniors to listen to the University Broadcasting Council's "The Right Job" program, on Mutual at 1:30 Sundays, as a means of helping choose a vocation.

Keeping Contact

Lee Groves, president of Groves-Keen Inc., Atlanta agency, was visiting in the Carolinas over the week-end and his office wanted to get in touch with him by phone but didn't know where to call. Casually, Groves strolled into WBT, Charlotte, to listen to Castleberry's 8:45 a.m. "Musical Grocery" program, presided over by Clair Shadwell and handled by Groves-Keen. Shadwell mentioned briefly that he felt honored to have Groves visiting his program. As soon as the show was over, there was a long distance call waiting. It was Groves' office calling from Atlanta.

OFF-THE-AIR-DISK FEE REQUIRES MORE STUDY

The off-the-air recording fee to be collected by the Music Publishers Protective Association on a flat blanket fee basis will be deferred for the time being as to just how much of a fee will be set. Conference yesterday between Harry Fox, chairman of the board of the MPPA, and network attorneys discovered many

(Continued on Page 8)

France Bars Broadcasts On the Duke of Windsor

CBS London office informed officials here that there would be no broadcast whatsoever from France in connection with any activities of the Duke of Windsor. Paul White, director of CBS public affairs depart-

(Continued on Page 8)

Biggest Radio Audience on Record Will Hear Crowning Ceremonies—American Networks Open Before Daylight

CBS SIGNS KY. DERBY FOR NEXT FIVE YEARS

Hugh K. Boice, CBS vice-president in charge of sales, and Frederic Willis, assistant to William S. Paley, CBS president, have completed negotiations with Col. Matt Wynn, general manager of Churchill Downs, for the exclusive broadcast rights to the Kentucky Derby for the next five years, it was learned yesterday.

For the past three years Brown & Williamson Tobacco Co. (Kool and Raleigh cigarettes) have bought the rights to the Derby broadcasts and selected its own network. Last week's running was on NBC and the year before it was on CBS.

First Listeners' Data Published by Columbia

First report in Columbia Broadcasting System's recent listener checkup has been compiled and is being made available to advertisers. The compilation gives primary listening area market data on six CBS owned and operated stations for the information of advertisers interested in local and national spot campaigns. The report was prepared for CBS by Buckley-Dement & Co. and the material is expected to be of particular value to manufacturers introducing new products. In addition to a breakdown of the buying population, 36

(Continued on Page 8)

Radio's coverage of the Coronation of King George VI today will be aired over a record world-wide network of stations and will have the largest audience ever to tune in on any program since the advent of radio.

NBC opened its network at 4:45 a.m., Mutual at 5 a.m. and CBS at 5:15 a.m. NBC and CBS started off their schedules direct from London via the BBC. Mutual is obtaining its service from Canadian Broadcasting Corp. and the first quarter-hour will emanate from Ottawa before shifting to London. WINS also opened at 5 a.m. and will carry the complete description of the coronation, using INS and King Features material. Al Grobe, program director, and Bill Harding are doing the announcing.

Throughout the morning, network programs will be somewhat similar because BBC is in charge of all pick-up points. Mutual later in the afternoon will carry Canada's "Homage to the Empire" program, which will be relayed to England via short wave, and it is expected that other stations will also carry the "Homage to the Empire" programs which start around 2:15 p.m.

CBS and NBC will be on the air about seven hours, with Mutual devoting 10 hours to the services, easily making it the longest program on one topic ever aired.

Recorded versions of today's high-spots will be broadcast by Mutual from 10-10:30 p.m. tonight, with King George's speech at 10:50 p.m. WNEW will also have recordings on the air beginning at 10 p.m.

WMCA has arranged for a special

(Continued on Page 3)

\$1,500,000 in Soviet Orders For RCA Radio and Television

Honor Radio Pioneers At Institute Banquet

Institute of Radio Engineers convention at the Hotel Pennsylvania will wind up tonight with a Silver Anniversary banquet. Melville Eastham, president of General Radio Co., Cambridge, Mass., will be presented

(Continued on Page 3)

Soviet Union has spent \$1,500,000 with RCA for radio and television devices within the past year, according to Intourist, one of the American representatives of the U.S.S.R. At present RCA has an order to furnish the Soviets with material for three new television transmitters. New stations will be located in Moscow,

(Continued on Page 3)

Getting Around

Colorado Springs, Colo.—KVOR is giving listeners in the Rocky Mountain region some real coverage in the way of special events.

Weekly report of the station's s.e. department reveals that no less than 60 remote control broadcasts were aired in the course of a week. That's getting around the city.



(Registered U.S. Patent Office)

Vol. 1, No. 66 Wed., May 12, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Merseu, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk and Verne Bailey, 6425 Hollywood Blvd. Phone Granite 6607.

Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

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FINANCIAL

(Tuesday, May 11)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	165 3/4	164 7/8	164 7/8	- 1/2
Crosley Radio	19 1/2	19 1/2	19 1/2	...
Gen. Electric	52 7/8	51 3/8	52 3/4	+ 3/4
North American	24 1/4	23 5/8	23 7/8	- 5/8
RCA Common	9 3/4	9 1/4	9 1/4	- 1/8
RCA First Pfd.	68 1/2	68 1/2	68 1/2	+ 1/4
RCA \$5 Pfd. B.	(94 Bid)	108	Asked	...
Stewart Warner	19 1/4	19	19	+ 3/8
Zenith Radio

NEW YORK CURB EXCHANGE

Majestic	3 1/4	3 1/4	3 1/4	- 1/8
Nat. Union Radio	2 1/4	2 1/4	2 1/4	- 1/8

OVER THE COUNTER

	Bid	Asked
CBS A	52 1/2	54 1/2
CBS B	52	54
Stromberg Carlson	13 3/4	14 3/4

Series on Convicts

Under the title of "The Prisoner Speaks," a new series is to be started by WBNX on May 22 at 9:45-10 p.m. Programs are designed to show the public the necessity for rehabilitation of convicts. Scripts are by George Mack in cooperation with the Thomas Mott Osborne Ass'n, whose official records are the source of material.

Maekelberghe Joins WWJ

Detroit—August Richard Maekelberghe, Belgian organist, has joined the staff of WWJ-The Detroit News. He has been active in musical circles in many cities since 1932.

East & Dumke Write Film Short

Ed East and Ralph Dumke ("Sisters of the Skillet") have just completed a comedy titled "Holding the Bag" for Educational Pictures.

LOUIS ARMSTRONG AND HIS ORCHESTRA

Fleischmann's Yeast, Fridays, NBC Blue, 9 P. M.

JOE GLASER, PERSONAL MANAGER
ROCKWELL-O'KEEFE, INC.

How Mutual Sneaked the Derby

Chicago—WGN-Mutual airing of Kentucky Derby, which was supposed to have been sewed up by NBC for Brown & Williamson, was accomplished with cooperation of Jim Regan, Chi manager of Nationwide Service (Annenberg racing information), who set up a mike at Nationwide headquarters here just as it would for any remote job. The remote picked up words of Nationwide representative as he called position of nags five times during the race. Info was wired from chart caller at derbyside and put into words by expert at Chi end.

Anti-Ascap Measure Is Filed in Florida

Tallahassee—Although the new bill in Florida legislature proposing to forbid any group of composers, authors or publishers from combining to collect performing rights license fees, similar to that pending in several other states, is presumed to have radio backing, RADIO DAILY is informed by broadcasters that they do not see any benefits to be derived should such a measure be passed.

Bill specifically states that individuals may license for performing rights, but it is illegal in a combination of two or more men or copyright owners. Broadcasters believe that this would mean a worse fiasco than the recent Warner Bros. situation as to infringements and trouble. It is pointed out that each station would have to contact hundreds of individual copyright owners with no end of ramifications.

Florida legislative move is reported as one of several pending, including the states of Washington, Iowa, Montana, Texas, Indiana and Nebraska.

News Features Expands

News Features Inc. has taken larger quarters in the RCA building and has added Clifford Jackson to the staff. William Haworth, president, also has announced the intention of opening a west coast office early in the fall.

WAAT Program Extended

Maurice Hart's "5:30 Request Club" heard on WAAT, Jersey City, has been extended to one hour. Portion from 6 to 6:30 p.m. is sponsored by Madison Personal Loan Co. of New York. Account has also bought Hart's Request Club Extension 11-11:30 every morning, Klinger Agency of New York placing.

Liberty on the Air in Detroit

Joe Gentile, ace commentator of CKLW, will be heard every night from Monday through Saturday over the Detroit-Windsor station in a new series of broadcasts under the sponsorship of Liberty magazine.

Gentile will give a rapid fire ten-minutes of news events at 6:15 p.m. EST.

Frances Langford Recovered

West Coast Bureau, RADIO DAILY

Los Angeles—Frances Langford, who has been off the Hollywood Hotel broadcasts for the past month, has recovered from her appendectomy and will return to the show Friday.

R. S. Hotz Joins WMCA As Asst. Sales Manager

Robert S. Hotz has joined the WMCA sales department as assistant sales manager.

Sidney to Meet Union

Louis K. Sidney, managing director of WHN, will meet with the station's technical staff and representatives of the ARTA next Friday. Until that time there will be no further announcement from the station regarding the engineers' recent decision to become affiliated with the union. To date, all negotiations with the ARTA have been handled by Herbert Petey, assistant manager of WHN. Conferences thus far have been amiable, and it is believed that the coming session will be handled in the same manner.

WLTH Airs Communion

Annual Communion Mass and breakfast of the Holy Name Society of the N. Y. Fire Dept. will be aired for the first time Sunday at 11-12 by WLTH, which will cancel its regular Sunday morning commercial programs in order to do so. Broadcast will come from the Columbus Club, Brooklyn.

Tito Guizar Gets Term Contract

Tito Guizar, yesterday was signed to a seven-year movie contract by Paramount. The contract, encompassing an earlier agreement for Guizar's appearances in the forthcoming "Big Broadcast of 1938," was signed in Boston, where Tito is currently heading the stage show at the Metropolitan Theater.

Tibbett at Covent Garden

London—Making his operatic debut on this side Friday at Covent Garden in "Tosca," Lawrence Tibbett later will create the title role in the world premiere of Eugene Goossens's opera "Don Juan of Manara", with libretto by Arnold Bennett. John Barbirolli will direct "Tosca".

Benay Venuta Back

Benay Venuta returns Saturday evening as head of her own variety show over WOR-Mutual. She has been away the past three weeks while her new Broadway musical, "Orchids Preferred", tried out of town.

RALPH KIRBERY

"The Dream Singer"

66 WEEKS

LIPTON'S TEA

N.B.C.

COMING and GOING

KARLTON KADELL, announcer, returns to Hollywood after a confab with his sponsor in New York this week.

WARD CANADAY, advertising executive, and MRS. CANADAY will arrive tomorrow on the Conte di Savoia from Nice.

FRANCINE LARRIMORE sails today aboard the Aquitania for England.

LORETTA YOUNG, motion picture actress, is in New York from Hollywood and will make an air appearance.

EDWARD G. ROBINSON is scheduled to leave New York for Hollywood after his appearance on the Kate Smith program tomorrow night.

L. J. ABRAMS, advertising manager of the Chicago Daily Times, and MRS. ABRAMS will sail at noon today for Europe aboard the President Roosevelt.

JOHN MAYO and MRS. LOUISE MAYO leave for Washington on Saturday night by auto and will return Tuesday.

WILLIAM PERRY, announcer, and RAY NEWBY, engineer, sail Friday on the Santa Inez for Peru. They will cover the broadcast of the eclipse for the CBS network in June.

CHARLES SMITH of the CBS artists' bureau in Hollywood is in New York.

WBT Airs Rifle Meet

Charlotte—WBT chalked up another first to its credit when the station broadcast a half-hour remote program from the firing line of the Kannapolis, N. C., Rifle Club, where the annual North Carolina rifle tournament was under way. It was the first time such a broadcast ever had been made in this country, according to officials of the National Rifle Association, and only once had it been done in England.

Included on the program, announced by Charles Crutchfield, WBT program director, were three of the team of ten men who will represent the U. S. in the International Tournament in London this summer.

Slocum Jr. Joins CBS

Bill M. Slocum Jr., son of Bill Slocum, New York American sports writer, has joined the CBS publicity department and will handle Department of Public Affairs publicity which includes sports, talks, religious programs and other sustaining periods. Slocum was on the sports staff of the American for four years using the name Michael Slocum. He came to CBS from the World-Telegram staff.

"BARON MUNCHAUSEN"

JACK PEARL

RALEIGH and
KOOL CIGARETTES

WJZ-10 P. M. E.S.T.—Friday
NBC Network

Dir.: A. & S. LYONS, Inc.

CORONATION CEREMONIES OVER RECORD NETWORK

(Continued from Page 1)

program from London through BBC. J. W. Marriott, I. J. Fox and Harlan Eugene Read will give the audience a summary of the day's events. Program goes on at 7 p.m. and will be fed to the Inter-City network. WMCA at 12:15 a.m., tonight, from the 7th Regiment Armory will broadcast a quarter-hour program from Associated British Society Coronation Ball.

In the middle of the afternoon, 3:45-4:30 p.m., CBS has arranged for a variety show direct from London, and at 6:45 p.m. the NBC-Red network will carry John Masefield, England's poet laureate, discussing "Thoughts on the Beginning of a New Reign," concluding with his new poem, "A Prayer for the King's Reign."

In addition to the large BBC staff covering the event, Ed Murrow, Paul White and Robert Trout are representing CBS; Fred Bate and Max Jordan, NBC, and John Steel, MBS.

Honor Radio Pioneers At Institute Banquet

(Continued from Page 1)

with the Institute Medal of Honor for his pioneering work in the field of radio measurements, and William H. Doherty of Bell Telephone Laboratories will be given the Morris Liebman Memorial Prize for his improvement in the efficiency of radio-frequency power amplifier.

Television will be the high-mark of today's technical session and probably will draw the largest attendance to date.

Depositions Sought In Transradio Action

(Continued from Page 1)

defendants were asking for a privilege which is available customarily within 90 days after a suit is filed. Newton D. Baker's Cleveland law firm and the office of Cravath, de Gersdorf, Swaine & Wood are representing defendants. Suit is a restraint of trade action based on Press-Radio agreements in 1934. Major news associations, networks and other are involved.

1	9	3	7
SUN	MON	TUE	WED
4	5	6	7
10	11	12	13
14	15	16	17
18	19	20	21
22	23	24	25
26	27	28	29
30			

May 12

Greetings from Radio Daily

to
Scrappy Lambert

John Barclay

'Bus' Chapin

Jack Jenney

NEW PROGRAMS—IDEAS

Shopping Aid on KCKN

A hearty welcome has been accorded by listeners to a suggestion service instituted over KCKN, Kansas City, Kan., by Harriet Hans, shopping specialist, during "The Musical Story of Hans Stores," heard daily at 8:05 a.m. and Sundays at 1:05 p.m.

Miss Hans, a Kansas City girl, formerly was associated with one of the largest distributors of hosiery and other feminine wearing apparel in the middle west, and her knowledge of merchandise enables her to present an authentic service covering the varied phases of shopping.

Two stores sponsor the program.

Quiz the Announcer

"Man on the Spot," new Commonwealth Edison Company program on WMAQ, Chicago gets its name from fact that man in the street not only is questioned but has Interrogator Charles Lyon on the spot because spectator is given chance to quiz announcer. All questions are prepared in advance and sealed in envelopes after being inspected beforehand. A guest referee, usually to be a local radio performer, will be on hand to award questioner a dollar if Lyon doesn't make satisfactory answer.

Broadcasts originate in Downtown Electric shops. Lord & Thomas handling.

Cemetery Chapel Hour

First cemetery commercial on an Omaha station has been launched over WOW, sponsored by Forest Lawn Cemetery Ass'n at 2-3 p.m. Sundays. Programs are on remote from the cemetery's chapel. Visitors to the cemetery can listen over a public address system. Local choirs are featured on the broadcasts, the first coming from Trinity Cathedral. Harry Burke is the announcer.

Honor Local Citizens

Feature of a weekly news period sponsored by Spence Shoe Co. on WROL, Knoxville, is a spot in which recognition is given local citizens who have contributed to the life and welfare of the community, preferably folks whose good deeds have been unsung. Sponsor, as a tie-in, presents them with a scroll.

Airing the Airport

A series of remotes from the St. Louis Municipal Airport has been started by KWK as a Sunday 1 p.m. feature. Interviews and descriptions of various phases of aviation are aired.

Long Shows on WCPO

"Six-to-Niners," at 6-9 a.m., and "Merry-Go-Round," 11:30 a.m.-1:30 p.m., have convinced WCPO, Cincinnati, that listeners like long shows. Ken Beghold and Jim McCulla emcee the "Six-to-Niners" show, which runs the gamut from hillbilly to

classic music, weather reports to fashion notes, time signals to news, and some pep and philosophy.

The other program is two hours of variety with McCulla as emcee.

WTMJ Club on Wheels

Larry Teich ("Captain Larry") is doing a traveling Vox Pop Jr. program in connection with Our Club, the Milwaukee Journal boys and girls group numbering some 400,000. Larry will hold the club meetings in various neighborhoods throughout the city and county, with programs aired by remote control over WTMJ. Later Cappy's visits will extend to state towns. Program is on at 4:30 p.m. Monday through Friday.

Impromptu Spelling Bees

Impromptu spelling bees are being featured by Foster May of WOW, Omaha, on his Saturday noon man-on-the-street programs. May selected Saturday because of the many children downtown. He chooses six at random, rewards the winner with a dollar. Chevrolet sponsors the program.

"Information Desk"

"The Information Desk," new daily feature at KFOR, Lincoln, includes weather report, temperature, correct

RCA GETS \$1,500,000 ORDER FROM THE SOVIETS

(Continued from Page 1)

Leningrad and Kiev, and will begin experimental transmissions early next month. Each of the three stations will transmit 70,000 element pictures on a 1 meter screen. Transmitting radius will be approximately 30 kilometers. All broadcasting will be under the direct supervision of All-Union Radio Committee which is controlled by Council of People's Commissars.

At the same time an announcement stated that a survey recently conducted in the Soviet Union revealed that there are 3,500,000 receiving sets now in operation in Russia. Sixty radio stations, with power ranging from 100 to 500,000 watts, are now active. The People's Commissariat for Communication, similar to the FCC in this country, supervises operations and maintenance of technical apparatus.

The Soviet Union will attempt to market a low-priced television set for public use upon the completion of the three new television transmitters.

time, latest police and state sheriff bulletins, one "red hot" news flash and information on lost pets and articles.

THOMAS S. LEE

ANNOUNCES THE OPENING OF
HOLLYWOOD OFFICES
OF THE

THOMAS LEE ARTISTS SERVICE

SUITE 427-429 EQUITABLE BUILDING

6253 HOLLYWOOD BOULEVARD

ROBERT BRAUN, Manager

AFFILIATIONS. DON LEE BROADCASTING SYSTEM
MUTUAL BROADCASTING SYSTEM

Coming Events

Today: Institute of Radio Engineers Silver Anniversary Convention, New York.

May 12-15: World conference on radio communication and television, Cairo, Egypt.

May 12-19: Philco eastern distributors convention, Greenbrier Hotel, White Sulphur Springs, W. Va.

May 14-30: Syndicate Professionel des Industries Radioelectriques 14th Annual Salon, Palais Neo-Parnasse, Paris.

May 15-18: Second Annual Congress of Colonial Broadcasting of National Federation of Radio Mfrs. of England, Paris.

May 15-31: Radio and Television Fair, International Exposition Grounds, Paris.

May 19: Luncheon meeting of radio sales promotion men, Victoria Hotel.

May 23-25: National Radio Service Ass'n convention, Dallas.

May 23-26: Philco western distributors convention, Del Monte Hotel, Del Monte, Cal.

May 24-28: Society of Motion Picture Engineers, spring convention, Roosevelt Hotel, Hollywood, Cal.

May 28: Meeting of Seattle Section of Institute of Radio Engineers. James Wallace, KVI, chairman.

June 1-10: Radio-television exposition, Moscow.

June 5: Annual meeting of the Texas Broadcasters Ass'n, Texas State Hotel, Houston.

June 10-17: British Television exposition, organized by Radio-Electrical Industry of Great Britain, South Kensington Museum, London.

June 14: American Federation of Musicians' annual convention, Louisville, Ky.

June 20-23: National Association of Broadcasters' annual convention, Hotel Sherman, Chicago.

June 20-23: Advertising Federation of America's 33rd annual convention, Hotel Pennsylvania, New York.

June 21-24: American Institute of Electrical Engineers' convention, Milwaukee.

June 21-24: Summer Convention of the Canadian Electrical Convention, Banff, Alberta.

July 12-17: International Congress of Short Waves, Vienna.

Aug. 2: Semi-annual meeting of the American Radio Telegraphers Association, New York.

Nov. 26: Inter-American Radio Conference, Havana.

CLAUDE SWEETEN



● ● ● Phil Baker's subs during the summer—Harry von Zell with guestars—may originate from the west coast—but this is definite—the Fall show with Phil will come from the coast minus Smalle's Seven G's—and a few other deletions...Stoopnagle and Budd WILL NOT return for the present sponsor next season...Nor will "We, the People" be aired by a General Food product—if it comes back at all...Clyde McCoy opens tomorrow at the New Penn in Pittsburgh for two weeks, then to the Peabody for a month, thence to the Graystone for another moon winding up on the coast for pictures...Sponsors dicker with Bill Murphy on Mrs. Martin Johnson for the air, are contacting 20th Century-Fox to tie in with the cross-country publicity on the new Martin Johnson flicker, "Jungle Depths of Borneo," to be released in August.

● ● ● Knowing that the Coronation will occupy the air, press and topic of conversation for the next few days, we hereby resolve not to print any Coronation gags—because none were contributed...Incidentally, a swell gag was deleted from Jack Pearl's script last week...Jack was raving about FDR and Sharlie said that "Baron, you think a great deal about our President"...Jack replies that he thinks of the White House occupant every night in his bedroom. He looks at the temperature and when it's 68 he starts undressing... "What has your undressing in the bedroom after seeing the temperature got to do with your feelings toward the President?"...To which Jack shoots back... "When it reaches 70, I RETIRE!"

● ● ● Carl Hoff, the ork leader, is being screen-tested via Paramount, sans band—for romantic roles...That Mary Eastman commercial we reported many columns back begins June 1...Jay Freeman has been renewed for the fourth time this season at the Paradise...Besides Lucky Strikes, Barry Wood is being sought by ANOTHER sponsor because he did a socko job on Drene...Horace Heidt replaces Chauncy Cromwell at the Hollywood upstate, with the latter going on to Lake George.

● ● ● Barney Rapp, ork leader now at the Chase Hotel in St. Louis (he closes there June 2, and opens in Cincy June 15) was very desirous of hearing his kid brother, Louis (who is Barry Wood to the air public) make his debut commercially...He knew that Barry's show didn't reach that far west—but hoped to contact a station on his radio and sorta catch a faint sound...After more than ten minutes of dial twisting, Barney shouted hooray to his roommates... "Gosh, that's Louis, all right. Listen to the kid sing! Gee, I've never heard him in better form...And, he isn't the least bit nervous nor does he sound excited about this program"...Barney went on bragging to his guests—until the program was concluded and the announcer said it was a RECORD of Abe Lyman and his Californians with Barry Wood singing the vocal.

● ● ● Tess (Aunt Jemina) Gardella contemplates taking her case to the Supreme Court...Joe Santley's new song is "You'll Never Go to Heaven—If You Break My Heart"...Henny Youngman is booked for ten weeks of vaudeville...Glenn Shaw of KLS, Salt Lake City, is preparing for a New York trip the 29th...Lincoln Music plans a Chi office and that's the reason for Prexy George Simon's trip to the Windy City last week...Don Kerr is more worried about his ailing molars than anything else...

RADIO HISTORY Is Made At Night

By Lester Gottlieb

THE lobster crew at WOR-Mutual that stayed on the air while Dick Merrill and Jack Lambie winged across the Atlantic are still chirping, "Lord, You Made the Night Too Long."

Dave Driscoll had a profitable evening. The boys in radio room at Newark Airport got up a pool, each estimating the number of miles "The Daily Express" would cover in the next hour. Dave won \$2.50, but had to treat for coffee.

During a lull Johnny Johnstone started reminiscing about his days in vaudeville with a trio called the Dolce Sisters.

Mitchell Benson, Peter Arno-ish cartoon-looking gent who aids Jules Seebach in program supervising, got the bright idea to put on a recording of a Brahms Symphony. He was last heard from at Bellevue, recuperating. "I never knew those World Records had such a sock," says Benson. It also put the engineers to sleep.

Ed Sullivan, N. Y. Daily News colyumnist, stayed through the night with WOR and chirped via W.U.: "Now you know how a Broadway columnist feels at this hour."

WOR-Mutual's nocturnal shift had no competition—for which they were thankful. Stan Shaw, radio's gift to cab drivers, had the night off. A faithful Shaw fan from Brooklyn signed himself "One of Stan Shaw's listeners."

The siege was well worth it. Hearing the voice of Dick Merrill as he winged his way to London was a thrill not easily forgotten.

But if Dick Merrill feels tired he should hide his head in shame. Dave Driscoll had been on the go since 10 a.m., Sunday, and previous to that, spent another night working on the Hindenburg disaster.

The "ceiling zero" broadcasts ended with the coming of the sun (in the person of John B. Gambling). Seeing him arrive, bright and tan, was the last blow.

Even "thunder in the Bronx" developed when Bill Maloney of the press department was phoned at 5:50 a.m. with orders to hie down to the studios to relieve the boys. Being a wide-awake guy, Maloney had his wife answer the call.

CLYDE BARRIE

CBS

Thursday

6:15 P. M.

WITH THE ☆ WOMEN ☆

By ADELE ALLERHAND

ARLENE HARRIS, the "human chatter-box", is scared....The Ford Show's exponent of perpetual motion—the vocal cords—has begun to SEE "Junior", her brain and mike child....La Harris writes her own material....then throws away the script....Real people, encountered in her medico-husband's office, form the backbone of her tomfoolery....she can't rehearse, but runs full-tilt at the mike for the actual airing, to come off with flying colors....prefers audiences at broadcasts for atmosphere and reaction, but doesn't wait for laughs....Says they do her timing for her....Likes the Coast, from which she hails, but is vehement on the subject of the 22 one-night stands scheduled for the Al Pearce outfit before they reach it....Hates her own looks and dislikes the flickers, but is anxious to view "The Hit Parade", in which she appeared....Wants to do characterizations, and is compiling volume of her monologs, as demanded, to be jacketed in the Fall..

May Singhi Breen and Peter De Rose lotus-eating for two weeks in Denver after 14 vacationless years....15 femmes from her Philly women's club unexpectedly descended on Anice Ives during her broadcast t'other day....were aired, then lunched en masse by Anice....Ruth Robbins, WMCA's sub-deb chanteuse, to guest appear at Sherry's next week in behalf of Community Milk Fund....Juvenile addenda....Vincent Sorey of John B. Gambling's Gym Class is papa to a new boy....Ditto Harry Kerr of J. Walter Thompson radio publicity dept....The hardy lass who was first to forfeit the \$500 bonus awarded to the Spitalny "Hour of Charm"-ers who stay unwed 4 years is Frances Blaisdell, flutist....

Jane Dillon's morning "House of Dreams" went House of Correction with the Washington State Reformatory 14-piece swing band making its ether premiere on it over KJR last Thursday....Bon Marche Department store, program sponsor, entertained the captive minstrels in the store's dining room A.B. (after broadcast)....The Pennet Sisters, Cincinnati swing-songbirds, are featured with the Four Esquires nocturnally from WCPO in distinctive arrangements of the hit tunes of the week...."Show Village's" Margie, whose off-the-mike name is Ruth Russell, is now Mrs. Charles Range....he's sound effects technician of that NBC show....

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:
No. 30 of a Series

WMC—Memphis
5,000 Watts—780 K. C.

THE COMMERCIAL APPEAL, Owners and Operators H. W. SLAVICK, Managing Director

ON Jan. 23, 1923, Radio Station WMC was dedicated to the "service of the subscribers of the Commercial Appeal," the South's Greatest Newspaper. Since those days of early beginnings, WMC has grown with radio, has seen each stage of radio development—is truly "The Pioneer Radio Station of the Mid-South."

Emerging from studios in the Commercial Appeal building to an elaborate set up in Hotel Gayoso, WMC in 1927 joined the network of the National Broadcasting Company to become a major factor in Southern broadcasting, featuring now top programs of both Red and Blue NBC networks.

Today, WMC offers the most complete broadcasting facilities of any station in the Mid-South, with a group of three short wave stations supplementing regular broadcasting—W4XCA, WABG, and W4XBS. WABG, the portable station, complete in every detail, was invaluable during the recent flood disaster; here WMC's facilities established it as the key communication center, co-ordinating all governmental relief work, with army engineers, Red Cross, national guards of several states, and amateur and professional relief workers looking to WMC for accurate and authentic flood information.

National advertisers over WMC include the leading NBC network features. Rudy Vallee, Jack Benny, Fred Allen, Bing Crosby, Fred Astaire and others assure listeners WMC's great Mid-South territorial audience of the very best. Incidentally, there are 279,800 radio homes, or 641,583 families, in WMC's daytime listening area, covering over 150 miles of the South's richest territory.

Today WMC stands geared to the modern, the most completely equipped radio station in the Mid-South. Recently completed is WMC's 611-foot half-wave vertical antenna, more than one-tenth of a mile high, assuring utmost in efficiency.

ORCHESTRAS - MUSIC

MAESTRO BENNY GOODMAN is scheduled to make a stage appearance with his band at the Metropolitan Theater, Boston, week of May 20.

In a CBS trans-Atlantic pre-coronation program Friday, the orchestras of Billy Gahady, Sidney Lipton and Jack Jackson contributed dinner dance music from the Hotel Piccadilly, the Grosvenor House and the Hotel Dorchester, three swank English hostleries. Gahady introduced the new English hit, "A Little Chap with Big Ideas"; Jackson at the Dorchester featured "Night Ride", Sid Phillips' instrumental novelty. Both numbers are published by Mills in the U. S.

Franklin Marks, who has organized a band of his own which is expected to broadcast regularly over NBC, has handed over two new instrumental swing numbers to Mills Music, "Lullaby to a Lamppost" and "Merry Widow on a Spree".

The King's Jesters and their queen, Marjorie Whitney, are scheduled for an appearance on the RCA Magic Key program on the coast-to-coast NBC network, May 16th, to be picked up at the NBC studios in Chi. The deal was set by CRA.

Bob Grayson and his ork open at the roof garden of the Gunter Hotel in San Antonio, May 20 for the hot season. Billy Rubush of the Dallas CRA office set the deal.

Bob Hope, singing comedian of the NBC Rippling Rhythm Revue, offers as a permanent weekly feature of the program a comedy production number consisting of a dramatized version of a popular song. His next Sunday's offering will be a laugh-making version of the hit tune, "They All Laughed".

"Second Hurricane", new play opera for children's voices, by Aaron Copland, member of the Columbia Composers' Commission, had its radio premiere over CBS Sunday at 4.

Mozart's "Toreador Variations", whose theme is not toreadors, will be heard for the first time on the air when Lily Pons sings them on her WABC-Columbia program, May 19, from 9-9:30 p.m. EDST. The "Variations", originally composed for piano alone, were based on the theme of an old French folk song, "A Vous Dirais-je Maman."

The St. Paul Junior Symphony, an organization of 67 children between the ages of 10 and 16 years under the direction of Frank Zdarsky, musical director of WTCN, St. Paul Dispatch-Pioneer Press and Minneapolis Tribune station, made its public debut recently at the St. Paul Auditorium, in "Stars of Tomorrow", a revue supported by 150 St. Paul playground artists who told the story of "The King's Court" in song and dance. The Junior Symphony was organized in 1936 and inspired by John W. Boler of the WTCN staff.

AGENCIES

CLIFFORD L. FITZGERALD, president of the Fitzgerald Advertising Agency, New Orleans, has resigned that position to join the Fletcher & Ellis advertising agency June 1 in an executive position.

HANFF - METZGER Advertising Agency will change its name to Buchanan & Co. Inc., effective May 15. Thomas S. Buchanan, associated with the firm for 18 years and president for the past two years, will continue in that capacity. Firm is moving to larger quarters in the Paramount Building. Branch offices are maintained in Chicago and Los Angeles.

N. W. AYER & SON has been appointed to handle the coming year's advertising campaign of Appalachian Apples Inc., Martinsburg, W. Va., a cooperative organization of apple growers in Virginia, West Virginia, Pennsylvania, and Maryland.

LEE CROOKS, formerly advertising and promotion manager of the Detroit Times, and Warn Carah, account executive of Stevens-Farron Advertising Agency, have joined the staff of the Fred M. Randall Advertising Agency, Detroit.

"Ave Maria" on WROL

Knoxville—Coming by way of WLW, Cincinnati, which gets it from WHN, New York, the "Ave Maria Hour" originating at Graymoor, Garrison, N. Y., is now being heard Sundays over WROL.



is pleased to present

Coronation Impressions

Tonight 7 P.M.

by DIRECT WIRE
from London, England



The longest and most expensive pick-up of a sustaining program ever to be made by an independent station!

Chicago

EDWARD DAVIES, NBC baritone, joining Paul Whiteman's orchestra as soloist for appearance at Loew's Capitol, Washington, week of May 21.

Irna Phillips back from New York with nothing to say about her prospective new show, "Experience of a Lifetime."

Four of Chicago's better known juveniles are featured in WAAF's new Saturday serial Jimmie and His Pals. Jimmie McDonald is head guy; others are Seymour Young, Charles Davis, Jr., and Ann Russell. WAAF program director Edward Simmons writes and produces it.

Carole Cleveland, a Gulfport, Miss., songstress, is the newest voice at WJJD. Ben Kanter, station's musical director, is spotting her on Mid Morning Jamboree twice a week.

Gale Page, NBC songstress and comedienne, featured with Jack Denny's orchestra in current Drake Hotel floor show.

"See Our Stars" sponsored by S.O.S. Co., (scouring pads), a new program of gossip about radio personalities, has started, four times weekly, over WMAQ with Norman Ross, former Olympic swimming champ as voice. On Fridays he will interview a celeb. Set through McCann-Erickson.

Jim Dudley, imported by WJJD from KQV Pittsburgh recently, has a new sports review on WJJD nightly at 6:45. Looking for a sponsor.

Charlie Gilcrest, Daily News radio ed. back from trip to Hollywood Paul Small and Jack Brooks, vocal duo, are doing a thrice weekly sponsored program on WGN for Levinson Radio stores, through Schimmer & Scott agency, on a year's contract.

Alexander McQueen and a double piano team now doing "Nothing But The Truth" thrice weekly for Bathasweet Corp., through H. M. Kiese-wetter agency, for a year.

Bradner in Broadway Gossip

Detroit—Curtis C. Bradner, who for years has broadcast news of the day and now is one of Detroit's most listened-to newscasters, has begun a new show over WWJ, Detroit News station. Bradner gives pithy, witty commentaries on the folks, the foibles and fashions of New York's Great White Way, in the broadcast called, "Bradner on Broadway". This show goes on the air every day except Saturday immediately following the broadcasts of the Detroit Tigers' baseball games. Sponsor is "Square Deal" Miller, Detroit jeweler.

Patents and Trademarks

Protect your most valuable assets. Expert service. Prompt attention.

Write
LESTER L. SARGENT
Registered Patent Attorney
1115-K St., N. W., Washington, D. C.

☆ Coast-to-Coast ☆

THROUGH WIBA, Madison, Wis., and over the NBC-Blue network at 11:30 a.m., May 19, Clarence A. Dykstra, former city manager of Cincinnati, will deliver his first radio address as president of the University of Wisconsin when he addresses the alumni association.

WROL, Knoxville, recently started coming on the air at 5:45 a.m., and will continue to do so for the next year at least, since Clark's Credit Clothiers signed a year's contract for that time. The station is now sold solidly from 5:45 to 8:30 a.m. with hardly time for station breaks.

Matty Levine, pianist returns to the WMCA airwaves on Saturday at 1 p.m. He will continue his programs of piano recitals, presenting guest soloists from time to time.

Charles J. McIntire, veteran sports announcer at WMBH, Joplin, Mo., is handling the play-by-play home games of the Joplin Western Ass'n club, sponsored by R. & S. Motor Sales Co. (Chevrolet dealers).

Unique in radio courtesy annals is the policy recently adopted by Iowa Broadcasting Co. in using its own three columns of newspaper space to include the entire program schedule of WHO in addition to that of its own three stations, KSO, KRNT and WMT, and some of the features of KMA, WOI and WSUI. The space is secured in the morning and evening editions of The Des Moines Register and Tribune and The Sunday Register. In addition to program schedules, radio editor Mary Little uses considerable art and commentary on current and forthcoming

shows. A great many letters have poured in from readers, approving the inclusion of the WHO schedules.

Lee Konecky, formerly announcer for WAAW, Omaha, now is promotion manager for Krug Park, Omaha.

"Gately Family Gathering," aired six times weekly for two years over KFVS, Cape Girardeau, Mo., is still pulling for a clothing store. During specials sales, two programs daily are run. Program includes modern rhythm, with "sales talk" by various members of the Gately Family.

WHIO, Dayton, O., recently conducted a test to ascertain extent, if any, of early morning audiences. The results were surprisingly big.

The Barry Gray Trio, recently organized by J. N. Wisner down in Dallas, auditioned last week for Clyde Rembert, manager of KRLD; W. A. Roberts, sales official for the station, and a representative of the Ferguson & Winsett advertising agency.

American Federation of Actors have elected Rudy Vallee honorary president; Sophie Tucker, president, Ben Bernie, second v.p., and Harry Richman, fourth v.p. and chairman of the council. The remaining officials elected for the coming year are actors of the legitimate theater.

The four New York news photographers who were present when the huge dirigible, Hindenburg, exploded in mid-air at Lakehurst will give a description over WHN of the tragic events as they saw and photographed them, in a special broadcast today at 6-6:15 p.m. They will be interviewed by Jimmy Jemail, inquiring reporter.

History in Continuity

St. Paul—Officials of Minnesota's Historical Society were prevailed upon by KSTP to tell the story of Minnesota, basing it on exhibits in the society's museum, as a special broadcast Tuesday (May 11), commemorating the 79th anniversary of the Gopher state's admission to the union.

Broadcast, carried direct from the society's museum via the station's short-wave unit, concentrated not on hit-and-miss material in the glass cages, but told the story in a chronological form, using only the outstanding material that would tell the story.

Pontifical Mass on CBS

Solemn Pontifical Mass celebrating the Feast of Pentecost will be broadcast from Holy Name Cathedral in Chicago as the regular "Church of the Air" over CBS on Sunday, 1-2 p.m., EDST. The celebrant of the mass will be His Eminence George Cardinal Mundelein, Archbishop of Chicago.

WMCA Adds Clubs

Luncheons of the Kiwanis Club and the Lions Club in New York will be aired by WMCA starting next week, in addition to the weekly airings of the New York Advertising Club luncheons. The Lions have their luncheon meets on Tuesdays, and the Kiwanians on Wednesdays.

Firm Seeks New Capital

Washington Bureau, RADIO DAILY
Washington—International Radio Corp. of Ann Arbor, Mich., manufacturer of radios and cameras, has filed a registration statement with the Securities & Exchange Commission covering 31,400 warrants entitling stockholders to buy new shares at \$10 a share.

WLW Signs Frim Sisters

Three Frim Sisters, vocal combination, were among the acts signed by WLW, Cincinnati, as a result of recent auditions. Sister act will be heard over WLW facilities for three months beginning May 17.

San Francisco

Sam Moore, veteran bay air performer, starts a series of three-a-week morning broadcasts via KYA for Redlick-Newman Furniture Co. called "Sam Moore's Howdy Folks." George Nyklicek is at piano.

Hugh Barrett Dobbs, "Captain Dobbie," starts a "To the Ladies" afternoon show via KJBS Monday through Friday.

Bill Fuller, KJBS announcer-producer, resigns for free-lance writing and commercial production though still emceeing his early morning "Downstairs" show.

More Personnel Shifts In NBC Artists Service

More personnel shifts in the NBC Artists Service, to become effective May 15, were announced yesterday by George Engles, vice-president. S. L. Ross is transferred to advertising agency division. William Hillpot, who recently joined the staff, will be an artists service representative with the program department on commercial programs. John Potter will be Fred Niblo's assistant in the television and motion picture department.

Ernest Cutting, now in charge of auditions, will be talent scout for the network and will contact all NBC stations. Chester Stratton, associated with Cutting, will become sustaining booking representative. Jack Von Tilzer and Robert Smith, jointly, will handle auditions, with the former handling popular talent and the latter concentrating on classical artists.

Air Alimony Sitdowner

KFEL, Denver, put Mrs. Genevieve Johnson on the air from Longmont, Col., on the 11th day of her famed "Alimony Sitdown Strike" on the lawn of her in-laws. Gene O'Fallon had a wire stretched 35 miles and Bill Welsh and Frank Bishop handled the interview. Mayor of the town also was heard, a band did its stuff and Pathe News did the rest.

GUEST-ING

ARTHUR BYRON, JOSEF LHEVINNE and wife, ALEXANDER KIRILOFF's GYPSIES, ELLS-WORTH VINES and FRED PERRY, on Joe Cook Shell Show, May 15 (NBC-Red, 9:30 p.m.)

HENRY WILCOXON, interviewed by Elza Schallert, May 14 (NBC-Blue, 10:45 p.m.)

NICK KENNY, on Bill Wright program, May 20 (CBS, 3 p.m.)

GELETT BURGESS, on "Magazine of the Air," May 18 (CBS, 11 a.m.). WALTER PITKIN, same program, May 22.

MELVYN DOUGLAS with CLAUDETTE COLBERT, on "Hollywood Hotel," May 22 (CBS, 9 p.m.).

PEGGY WOOD, on Hammerstein Music Hall, May 18 (CBS, 8 p.m.).

EVERETT MARSHALL, on "Your Hit Parade," May 15 (CBS, 10 p.m.).

☆ Program Reviews and Comments ☆

"MUSICAL MOMENTS"

Chevrolet Dealers
WHN, Mondays, Wednesdays and Saturdays, 6:15-6:30 p.m.; also thrice weekly on WOR and WMCA in N. Y. C. area.
Campbell-Ewald Co.

TOPNOTCH DISK SERIES STARRING RUBINOFF WITH GUEST STARS.

Rubinoff's new series of Chevrolet platters, which went on the air last month, has held to a consistent level of high entertainment value. Through inadvertence, the last disk in his previous series recently was reviewed as the first of the new group, and an erroneous impression of the present series was obtained thereby.

Out of about half a dozen of the new programs caught recently, all had excellent merit. Guest star combinations, two to a disk, included Gogo De Lys and Johnny Hauser, Virginia Verrill and Reed Kennedy, Buddy Clark and Mary Eastman,

Jerry Cooper and Honey Dean, Benay Venuta and Terri La Franconi, and Arthur Jarrett and Arlene Jackson.

Graham McNamee is the announcer. Commercial matter is held down.

"HOLLYWOOD SUNSHINE GIRLS"

Skol Products
KHJ-Mutual network, Tuesdays, 12:15-12:30 p.m.

PLEASEING LITTLE PROGRAM OF HARMONY BY FEMININE TRIO.

First Mutual network commercial from the coast to hit New York via WOR is a peppy and generally pleasing quarter-hour of vocal harmonies. The three girls who comprise the singing troupe have sweet and lilting voices, while their selection of numbers is appropriate to their style. They rattled off "How Could You", "If I Had Rhythm in My Nursery

Rhyme" and other bits quite deftly. Tied in with the program is the offer of a weekly watch prize for best letters on "Why I Like Skol."

Paul Martin's Music

From out of the west over the NBC-Blue network on Monday nights at 10:30 there comes an unusually pleasurable half-hour of music conducted by Paul Martin and featuring a vocal trio called The Three Cheers. It is a distinctive type of music. The announcer calls it sweet, and it is. Martin's combinations of instruments are out of the rut class, and he has individuality in the way of tempo, rhythm and other things. This San Francisco aggregation can get itself a lot of fans if given the chance.

"Alfalfa Network"

On or about 4:20 p.m. Friday, on WAAT, Jersey City station, there cropped up an unexpected gem of comedy, in an "Alfalfa Network" show featuring "The Voice of the Swamp," and proving to be satire and travesty at its best. Particular piece of comedy was a takeoff on Walter Winchell. But the sheer imitation was not the thing so much as the extraordinary comedy material, a script of rare merit. Added was the slow motion impersonation of

the Winchell style of voice inflection, accents, ideas of what he considers important or perhaps funny.

Combination of events also was a great slap at pompous station-breaks and nets, but all for laughs—and there were plenty. Show as it stood was major network fare.

Mason and Dixon

Bob Mason and George Dixon, who are back on WMCA at 10:45 a.m. Tuesday, Thursday and Friday, are hitting a good stride in the inspirational song and verse line. Their rendition of well-known songs—such as yesterday's grand vocalizing of "Lindy Lou"—as well as their hymns and original material is heart-warming and spirit-lifting. Program has a friendly feeling that comes over the air quite effectively.

Fibber McGee and Molly

Fibber McGee and Molly, who are finding plenty of material for fun-making out in Hollywood, had an enjoyable addition to their program Monday night over the NBC-Red network in the person of Tommy Harris. As featured vocalist with Jimmy Grier's orchestra while the program originates on the coast, Harris sounds as though he will make a good number of friends. Grier is doing very nicely by McGee in the musical line.

Trend to Shorter Week In Chicago Radio Field

Chicago—Local stations and agencies are showing a disposition to shorten the working week in line with action of major networks, though in some cases the midwest has already had shorter hours. WBBM extended its five-day week to entire personnel, after starting with announcers and production men. WGN has had a 40-hour week since NRA days. WMAQ and WENR are following the NBC policy. WLS office staff is on 5½ days, while broadcasting personnel is being staggered. WJJD and WIND are on a 38-hour schedule for office and 40 hours for broadcasting staff.

BBD&O agency is on a five-day summer schedule. J. Walter Thompson follows suit next month. Lord & Thomas also goes to a five-day week June 1. Young & Rubicam is adopting 35-hour week in July, when Blackett-Sample-Hummert go five-day.

2-Hour Nightly Disk Show

Longest commercial program on San Francisco lanes is KJBS' nightly disk show from 10 to 12 midnight. Produced and presented by Announcer Wallace Gade, it's heard 365 days a year. One hour and a half is dedicated to classics, five minutes to news flashes and 25 minutes to dance music. Written requests are encouraged.

BOSTON

Roland Winters, staff announcer of the Yankee and Colonial networks in Boston, is ill at his home. He is expected back on the job in a week. Dana Fitzgerald, announcer on WAAB and WNAC, is receiving fan mail.

Fred Hoey and Bill O'Connell are doing their stuff on baseball broadcast over the Yankee and Colonial networks.

Prominent Composers Writing for the Radio

West Coast Bureau, RADIO DAILY
Los Angeles—Werner Janssen, young American musician who, at 37, has conducted most of the world's big symphony orchestras, and is here to conduct the new Chase & Sanborn hour likes radio, likes sponsors and sees an intellectual challenge in the work before him.

He thinks 36 pieces is the right number for a radio symphony orchestra.

In Vienna, he tried conducting behind glass, to hear the music as it sounds on the air, and here he has ordered ear phones and will conduct with them, ignoring the sound of the orchestra in the studio, and concentrating on the tonal effects as they will be heard on listeners' radios.

"Radio is of such great importance in the music of today, that I know of at least half a dozen great composers who are writing works planned exclusively for radio broadcasting," he said.

He named Paul Hindemith, Uno Klamis, Samuel Barber and Anis Fuleilian as among the composers in America now who are doing distinguished work for the air, and added that several other fine composers are working in Europe.

Luminosity of orchestration and getting thickness of the reeds are among the problems of creating music for broadcast purposes, he said.

"This radio series has given me the first chance I have ever had to pick the players of my orchestra" he said. "You have no idea what a help that is to a conductor."

Expand "Lorenzo Jones"

"Lorenzo Jones", comedy sketch show sponsored by Sterling Products, now on the NBC-Red network, Monday through Thursdays, 4-4:15 p.m., will be extended to take in the Friday period, effective June 4.



★ ★ Little Talks on Big Subjects ★ ★

RADIO DAILY has proven itself . . . It is here to STAY . . . Circulation response has EXCEEDED its highest expectations . . . It will continue to mind its OWN business and publish a crisp, newsy, human and ACCURATE daily newspaper to which the great radio industry can point to with pride.

BROWN URGES SAFEGUARD FOR FREE SPEECH ON AIR

(Continued from Page 1)

the all-encompassing powers which the radio has made possible.

"Legal problems of communication are not really new, nor do they demand an abrupt break with the past. Careful consideration of the law of communications is of the utmost importance and there is no more pressing question in the whole fabric of our civilization than the determination of wise and judicious control of this socializing instrument," Commissioner Brown continued.

In an interview over WGAR later, with Ted Hanna as interviewer, Brown answered a series of questions on radio and television. Regarding the latter, he said there was nothing new he could add at this time except that it is important not to "freeze the art" by allowing thousands of sets to be sold to the public and thus blocking scientists from making further improvements.

He also passed along the prediction that some day radio receivers will print newspapers in the home, bring actual pictures of events and reproduce sound with absolute fidelity.

First Listeners' Data Published by Columbia

(Continued from Page 1)

classifications of retail outlets are listed, by counties. Daytime and night-time data are both included.

Previously, similar information has been obtainable only through the Census Bureau and Department of Commerce reports. The new compilation, copyrighted by CBS, differs in that it is up-to-date and far more minutely detailed than any other breakdown of retail outlets by counties. It also represents an actual count of names of retailers. The six stations covered include WBBM, Chicago; WCCO, Minneapolis; KMOX, St. Louis; WKRC, Cincinnati; WJSV, Washington; and WBT, Charlotte. Similar breakdowns for KNX, Los Angeles, and WEEI, Boston, will soon be published.

ONE MINUTE INTERVIEW

BUNNY BERIGAN

"Swing has not only withstood the cry of the skeptics that declared it 'a flash in the pan', but has gone much further to prove its stay is a lasting one. Swing is the boon to the radio and amusement world today. Because of swing, records are being sold, hotels and ballrooms are being filled, old classics are being revived, and fraternal orders in the form of 'swing clubs' are flourishing."

Programs That Have Made Station History

2. WLS National Barn Dance

THE IOWA BARN DANCE FROLIC, produced by Peter MacArthur of WHO, Des Moines, originated in Davenport, Iowa, in 1931, as a half-hour Saturday night show, sponsored by Mantle Lamp Co. of America, and inspired by J. O. Maland, vice president of Central Broadcasting Co. and manager of WHO, who fathered the first commercialized barn dance type of broadcast in 1928 over a Chicago station.

After a season in Davenport, during which it taxed the capacity of an 800-seat auditorium in Palmer School of Chiropractic, the Iowa Barn Dance Frolic was moved to Des Moines, expanded to a three-hour show, sponsored in half-hour and 15-minute periods, broadcast from the stage of the President Theater, 1300-seat house, from 1933 to 1935. In the fall of 1935 the show moved to Shrine Auditorium, whose 4500 seats have been inadequate on more than one occasion to take care of the throngs that come from far and near to pay to see the broadcast. The Iowa Barn Dance Frolic is one of the first commercial broadcasts that found it necessary to charge admission in order to handle the crowds.

The Iowa Barn Dance Frolic has played to a top theater audience of 4,700 paid admissions, and consistently plays to an estimated WHO listening audience of a million and a half avid fans each Saturday night. This estimate is computed by experts on basis of mail response.

Permanent cast has grown from 16 to 91 artists with guest stars added almost every week for good measure. During the past two seasons many national celebrities have broadcast over WHO on the Iowa Barn Dance Frolic.

Performers fortunate enough to win places on the Iowa Barn Dance Frolic soon became widely popular. Many of them stayed on season after season. Smilin' Sam and Barnyard Pete, members of the original cast, are still heard occasionally. Al Clauser and his Oklahoma Outlaws, in 1937, their fourth year with WHO, were featured in a motion picture starring Gene Autry, but returned to their births on the Iowa Barn Frolic at conclusion of the shooting. Louisiana Lou, songbird of the south, still packs them in after five seasons. Lem and Martha, comics, came to WHO via musical comedy and vaudeville. The Songfellows, one of the leading male quartets in the country, sing on the Barn Dance and several other WHO commercials regularly.

Texas Rub and Zeke Clements, Tillie Boggs and Sheriff Quigley, Professor Schultz and his German Band, the Elm City Four, Chuck and Don, Windy Brown, Lars Larsen, Bluebird Trio, Grandpa Jitters, Faye and Cleo, Jo and Jean, Red and his Ramblers, Fred Jeske, the Rash Twins, Jones Sisters, Tiny Tim, Harmonica Joe Travis, Tom Sawyer's One Man Band,

Tommy Tweet, Pals of the Prairie, Ed Morley, Slim Davis, The Islanders, all these and many more are well known names to Iowa Barn Dance Frolic fans.

The Tune Tossers and the Norcross Sisters, now heard over NBC networks from WBBM, first found favor with radio audiences on the Iowa Barn Dance Frolic, as did the Murray Sisters and Sunset Corners Symphony, last heard over WCAW. The Lumber Jacks were featured on WHO before they went to KMOX, and the Kentucky Ramblers were well known to WHO listeners before they transferred to WLS. Klondyke Ed, beloved fiddler, was mourned by thousands when he passed on in 1936.

John Behan, whose tenor voice was heard in the first musical sound picture, and whose agile fingers have woven spells on organ keyboard from coast to coast, has been staff organist for several seasons. The Norem Kids, three sweet youngsters whose natural harmonies and lovely voices were discovered by WHO, starlets today, promise untold accomplishment for tomorrow. Hibbard Cleveland's big bass voice is a long time favorite on the Iowa Barn Dance; and Bob and Bill (Ballantine and Osborn), who joined WHO's staff in 1936, are in the virtuoso class on guitars and harmonica. Norman Moon, tenor, featured on Barn Dance production numbers, is well known in New York night clubs and to purchasers of phonograph records.

Impresario Peter MacArthur still sits on the production throne, but a staff of well trained assistants, headed by Stan Widney, carry out his instructions back stage. In addition to the big cast, which mounted to a high of 175 on April 10, WHO's thirteenth birthday, the stage broadcast employs a minimum of five stagehands and a twelve-piece pit orchestra. House staff includes a house manager and assistant, two box office cashiers, four doormen, and six ushers. Show goes on the air at 8 p.m. Doors open at 6:45, and the weather is very bad indeed when the outer lobby is not packed with folks waiting to get front row seats.

Not a "participating" broadcast, each half hour or 15-minute period is devoted to one sponsor. Mantle Lamp Co. of America, Chicago, original sponsors of the Frolic, were still sponsoring the first 30 minutes of the program when it entered the 1936-37 season. Other sponsors who report big results include Murphy Products Co., Burlington, Wis.; Morton Salt Co., Chicago; Keystone Steel and Wire Co., Peoria, Ill.; Earl Ferris Nurseries, Hampton, Ia.; Postal Life & Casualty Co., Kansas City, Mo.; Penn Tobacco Co., Wilkes-Barre, Pa.; American Products Co., Cincinnati; Drug Trade Products Co., Chicago; Flex-O-Glas Mfg. Co., Chicago; Gelpert Studios, Des Moines; Standard Oil Co. of Indiana, Chicago; Kester Solder Co., Chicago; Slingerland Music Co., Chicago; Gardner Nursery,

OFF-THE-AIR-DISK FEE REQUIRES MORE STUDY

(Continued from Page 1)

complications that could not be readily ironed out on an equitable basis.

Since the disks are purely for filing, checking, auditions, etc., and not for broadcasting, it was pointed out by NBC that some audition records require several changes before and after being submitted to a client, and the number of songs changed as well. Also, the networks point to the owned and managed stations for which they would have to pay the fees and that this would run into considerable money. It was decided by Fox that the situation would require more study.

Tentative flat fee originally drawn up by MPPA, but which was not even submitted, would have averaged \$50 for 500 watts and lower up to a maximum of \$250 annually for a 50,000-watt outlet, in so far as stations were concerned.

France Bars Broadcasts On the Duke of Windsor

(Continued from Page 1)

ment, now in London on Coronation airing, spoke to the Quai D'Orsay in Paris over the phone and a spokesman for the French government stated that no phone or mike facilities would be made available for any contemplated broadcast.

Reason given was that the French government was doing everything possible to maintain amicable relationship between England and France. CBS had expected to try a broadcast from France on the Duke of Windsor. Possibility is that the ban will hold good only until after the Coronation activity dies down.

Star Radio Signs 2 More

Star Radio yesterday set deals with WMA, Yuma, and WJBC, Bloomington, Ill., for the Star commercial programs and the Morning Bulletin program. Addition of the two stations brings the total signed in the past week to six.

Osage, Iowa; Olson Rug Co., Chicago; and Pathfinder Magazine, Washington, D. C.

The Iowa Barn Dance Frolic is produced by WHO, Des Moines, 50,000-watt Voice of the Middle West, owned and operated by Central Broadcasting Co., Col. B. J. Palmer, president; J. O. Maland, vice president and manager; Paul Loyet, technical director.

A souvenir book on the Frolic has had a wide sale at 25 cents.

WESTCHESTER

"New York's Hearthside"

Is Yours with

W-F-A-S

Hotel Roger Smith White Plains



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 67

NEW YORK, N. Y., THURSDAY, MAY 13, 1937

FIVE CENTS

Enlarge Television Screen

Looking On

....AND LISTENING IN

IMPETUS There's going to be a general improvement in the quality of Sunday evening variety shows starting immediately.

Reason: W. C. Fields.

Reactions to the veteran clown's initial airing on the Chase & Sanborn show indicate that he is going to have the bulk of listener attention on forthcoming Sunday evenings.

That is, provided he keeps up his opening pace, and also provided the competing shows don't perk up to his level.

Something tells us that the other shows aren't going to take it lying down.

Professional pride—as well as the bugaboo of a lowered popularity rating—will spur them to healthy action.

And that's going to benefit things all around.

LONG SHOWS Unless the straws in the wind are leaning the wrong way, programs of one, two and even three hours' duration are headed for wider adoption.

Fewer and longer periods, permitting more complete and better balanced shows in the dramatic and musical line especially, should find favor with sponsors because the audience interest is more assured.

Listeners will stick to a program that has continuous suspense, news interest or any kind of sustained entertainment quality.

A case in point is WMCA's current three-hour afternoon program of sports, news and variety, which seems to be hitting plenty of dialers in the right spot.

Extension of this trend would mean more smoothness in radio schedules, bigger demand for time by sponsors, more commercial employment, less need of sustaining fillers, and a higher standard for radio entertainment as a whole.

Dancing In Studio

Chicago — After each broadcast of the forthcoming "NBC Night Club," which makes its debut May 20 at 11:00 p.m. EDT as a weekly feature, the studio will be cleared for dancing by the studio audience. Attendance will be limited to 50 couples. Morey Amsterdam is emcee of the new show. Besides dancing, there will be a floor show.

PRESS INFORMS READERS ON CORONATION AIRINGS

Probably for the first time in radio history leading newspapers made every effort to aid the reader in getting first-hand information from the air and provided special schedules designed to assist the listener in catching the Coronation broadcasts. Without reservations, dailies bowed to radio, indirectly acknowledging its supremacy as a means of learning about the event, and referred readers to the pages wherein the radio info could be found.

This was especially true of yesterday's New York Times, which has no radio affiliations which might justify giving radio such a break. Daily News, leading tabloid with largest newspaper circulation in these parts, played up the radio coverage and used considerable space in telling readers how and when to listen in. The News also has been conservative on radio, although affiliated with the Chicago Tribune which owns WGN.

Just as though the receiving sets were the polls on election day, attention was called to the early hours the transmitters would be open, etc.

Currently, many newspapers are

(Continued on Page 3)

Hal Sheer Is Appointed Philco General Manager

Hal Sheer, former general sales manager of Philco Radio & Television Corp., has been appointed general manager, succeeding Thomas O'Loughlin, who has become Philco sales executive for New York and New England.

7 More Major Sport Events Signed Exclusively by CBS

Dill's Best Program Gets Another Renewal

Dill's Best and Model Tobacco have renewed their Monday CBS program, heard 8-8:30 p.m., for 13 weeks effective May 31. Program, featuring Pick and Pat, Benny Kruger's orchestra and Edward Rueger, has been airing over the network steadily since June 3, 1935.

New Tubes Enabling Larger Images Are Described by RCA Men at Final Meeting of Radio Engineers

Over-Arranged

An arranger came to Shep Fields with an original orchestration of "Little Old Lady." Shep scanned it carefully. "It's pretty drastic," he said. "Don't you think maybe you could insert an interpolation of 'Little Old Lady?'"

CORONATION BROADCAST IS LONGEST IN HISTORY

Broadcast of the Coronation of King George from London yesterday established a record as the longest continuous international broadcast in radio history, according to NBC. Program, carried in full over both the Red and Blue NBC networks lasted for seven hours. NBC opened

(Continued on Page 3)

Two New Sustainings Get Regular CBS Spots

CBS has set two new sustaining features for regular airings over the web. Hobart Bosworth, veteran actor and author, will be featured in a series titled "Dean of Hollywood" to begin May 14 and which will be heard 6:15-6:30 p.m.

Margaret Daum, soprano, recently signed by the Columbia Artists Inc. and the Metropolitan Opera, begins a weekly series May 18 at 3:30-5 p.m.

RCA's newly developed television projection tubes, which make it possible to reproduce televised scenes brightly on a relatively large screen, were described in a paper by V. K. Zworykin, W. H. Painter and R. R. Law of the RCA laboratories at yesterday's final session of the annual convention of the Institute of Radio Engineers. A demonstration accompanied the report. The tube, about 18 inches in length, produces an image about 1½x2¼ inches on its fluorescent screen. This is so brilliant that a simple optical system will project it on a large screen. A projected picture 18x24 inches compares favorably in brightness with home motion pictures. In the demonstration, a picture 3x4 feet in size was shown, bright enough to be seen by the gathering of several hundred engineers.

The principal feature of the demonstrated device is a new type of "electron gun," developed by Dr. Law and a group of associates in the RCA laboratories at Harrison, N. J. The gun is the structure in a television receiving tube which focusses flying electrons into an extremely slender beam. In projection, it is necessary to start with a much smaller and brighter picture than in the case of a "kinescope" which is viewed directly. Since the brightness is dependent on the current in the beam, the smaller picture requires a much larger beam current in a smaller "spot."

The television images shown were on the 441 line standard which RCA adopted some months ago for its practical field tests. Despite the en-

(Continued on Page 3)

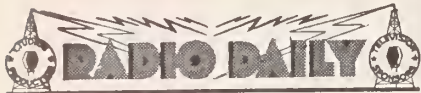
Papa Lohr Tells

Washington Bur., RADIO DAILY

Washington—Success of Lenox Lohr, NBC prexy, is due to "luck and hard work," his father Gustavus Lohr told a RADIO DAILY interviewer. "My son was interested in books and numerous hobbies since he was very young," said Lohr pere, "and he still is. He collects everything from stamps to butterflies."

Following the announcement earlier this week that CBS had completed negotiations with Col. Matt Wynn to broadcast exclusively the running of the Kentucky Derby for the next five years, CBS officials yesterday confirmed the reports that CBS had also set seven other major sport events for exclusive airing over their web. Programs, to be aired during May,

(Continued on Page 3)



(Registered U.S. Patent Office)

Vol. 1, No. 67 Thurs., May 13, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

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Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Merseu, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk and Verne Bailey, 6425 Hollywood Blvd. Phone Granite 6607. Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

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FINANCIAL

(Wednesday, May 12)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	166	165 5/8	165 3/4	+ 7/8
Crosley Radio	193 3/4	193 3/4	193 3/4	+ 1/4
Gen. Electric	53	51 3/4	52	+ 3/4
North American	24	23 5/8	23 5/8	- 1/4
RCA Common	9 3/8	9	9	- 1/8
RCA First Pfd.	68 3/4	68 3/4	68 3/4	+ 1/4
RCA \$5 Pfd. B	(94 1/2 Bid)		97 Asked	
Stewart Warner	19	18 1/4	18 1/4	- 3/4
Zenith Radio	35 1/2	35 1/2	35 1/2	+ 5/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.	163 3/8	163 3/8	163 3/8	+ 1/8
Majestic	3 1/4	3 1/4	3 1/4	
Nat. Union Radio	2 1/4	2 1/4	2 1/4	

OVER THE COUNTER

	Bid	Asked
CBS A	52 3/8	55 1/4
CBS B	52 3/8	54 1/2
Stromberg Carlson	13 1/2	14 1/2

Mertens & Price Name Reps

West Coast Bureau, RADIO DAILY

Los Angeles—Ralph Rogers, president of Associated Radio Writers Inc., Boston, has been appointed Eastern rep for Mertens & Price transcription firm (Sunday Players, etc.) Rogers has named Radio & Film Methods Inc. of New York as N. Y. sub agents. C.O.R.T. has been appointed Buenos Aires reps for South America, to sell disks in English and to reproduce some of the shows in foreign language.



May 13

Greetings from Radio Daily
to
David Brockman
Louis Prima
Ken Darby

Want the Commercials Straight

Standard Brands, makers of Royal Gelatine and sponsors of the Rudy Vallee variety hour on the NBC-Red apparently didn't like the way the British announcer read the commercials last week on the Vallee show from London. Announcer's delivery made the commercial sound humorous, and he slid over the word "Royal" which is the key word of the plug. Anyway, the commercial will be read tonight by Graham McNamee, who will cut into the London program from the New York studios.

More Stations to Use Nat'l Marbles Tourney

Lynchburg, Va.—As a result of a letter sent by James L. Howe, production manager of Lynchburg Broadcasting Corp., operating WLVA here, to 45 stations throughout the east concerning the formation of a radio division in the National Marbles Tournament, several stations already have signified their intention of going along with the idea. First to join WLVA in the move are WBIG, Greensboro, N. C., and WMFR, High Point, N. C.

The idea is for the radio division of local marble champions to have contestants in the National Marble Tournament, June 27-July 2, at Wildwood, N. J. Howe says the stunt is a good station promotion feature, making a novel broadcast with sponsorship possibilities. WLVA is now conducting its local tourneys.

No WSIX Deal

Nashville—There is absolutely no foundation to reports that WSIX, or any interest in it, is being sold by the owners, Jack and Louis Draughon, Springfield, Tenn., RADIO DAILY is informed by S. A. Cisler, station manager.

Ray Middleton Signed

West Coast Bureau, RADIO DAILY

Los Angeles—Ray Middleton, Chicago opera star who was brought here to do "All Points West" on the first Chase & Sanborn show, has been signed through the fall, with options, the J. Walter Thompson agency announces. With W. C. Fields also signed for 16 weeks, and Werner Janssen, Eddie Bergen, Don Ameche and Dorothy Lamour also on contracts running a year or more, the show has its talent 100 per cent on long contracts except for guest stars.

Auditioning Male Vocalists

American Tobacco is holding daily auditions for a male soloist to replace Buddy Clark, who has been signed to a seven-year contract by Universal films. Clark does his last "Hit Parade" program June 2, and will leave for Hollywood a few days later. Sponsors are not interested in name singers, as the vocalist receives no billing on the broadcasts. Stuart Allen, baritone, auditioned yesterday.

Dan Landt a Papa

Dan Landt, one of the three brothers who comprise the Landt trio, became a father of a boy yesterday afternoon. Trio is currently airing on the Saturday Ford Motor Dealers program over CBS.

Warners Officially Close Music Suit Against WNEW

Suit of M. Witmark & Sons, Remick Music Corp. and T. B. Harms Co. against the W. B. O. Broadcasting Co. was ordered discontinued by mutual consent yesterday by Federal Judge John W. Clancy in U. S. District Court. Defendants, suing for a total of \$35,000, alleged that their songs were illegally used over WNEW.

Action is one of the many filed by the Warner music houses during the time Warners were out of Ascap.

Heyer Joins KXBY

Kansas City—Clair Heyer, for the past year and a half sales manager and promotion director of KXBY, has resigned to join WHBF, Rock Island, Ill., as national sales manager and head of merchandising and promotion. He starts his new duties June 1 after a short vacation.

Lee Television Broadcast

West Coast Bureau, RADIO DAILY

Los Angeles—Don Lee television department will observe National Foreign Trade Week, which starts Saturday, with an opening day broadcast of "Commerce Around the Coffee Cup" (film), sound over KHJ and images over W6XAO, for 15 minutes, starting 8 p.m. PST. Harry R. Lubcke, television chief, will have as guests at his home receiver, Clayton Lane, acting chairman Foreign Trades Division, Washington; William H. Schroeder, general chairman of Los Angeles Foreign Trades week committee; Stanley T. Olafson, Walter Measday, A. C. Eichholz and other committee men assisting in the week's program here.

Writes Book on Writing

Boston—Unable to find a suitable text book for use in his radio writing course at Boston University, Ralph Rogers, well-known in the field of radio as President of Associated Radio Writers, Inc., made a bet with a friend that he could prepare and have published such a book within a month. He won the bet. The volume, "Do's and Don'ts of Radio Writing" was written in exactly 14 days and was off the press within 27 days. Already more than 15 colleges and hundreds of writers have ordered the book, according to Rogers.

PAT BALLARD

SPECIAL RADIO MATERIAL

Fred Astaire Fred Waring
Osgood Perkins Frank Parker
Lennie Hayton Lady Cavendish
Eleanor Powell Kay Thompson
Rep. MARK HANNA—654 Madison Ave.

COMING and GOING

HARRY HERSHFIELD will leave for a five-day trip to Bermuda next week.

HARRY NORWOOD left yesterday afternoon for Toronto. He will return to New York on Monday.

GEORGE WOODS leaves for Hollywood this week and will be gone ten days.

A. S. FOSTER, advertising manager of WWL, New Orleans, is en route to New York with MRS. FOSTER and family.

PAUL LEWIS of CBS Concert Bureau returned to New York from the coast yesterday.

KELVIN KEECH leaves for a 17-day cruise of the Caribbean on July 1.

JOHN CHARLES THOMAS leaves today by United Air Lines for the coast.

TOM REVERE of the Benton & Bowles office, now on the west coast, returns to New York next week.

HERBERT V. AKERBERG, CBS vice-president in charge of station relations, was in Kansas City this week for a conference with Arthur B. Church, president of the Midland Broadcasting Co., operators of KMBC.

BILL BURTON of Rockwell-O'Keefe Inc. leaves for Pittsburgh today to be gone until Monday.

CHARLES SMITH of the NBC artist service in Hollywood, now in New York on business, returns west the end of the week.

PAUL WHITEMAN and his manager, JACK LAVIN, arrived in town yesterday. Band will open engagement at Loew's State Theater today.

TITO GUIZAR, CBS singing star, returns from Boston where he headed the stage bill at the Metropolitan. He departs for Hollywood next week, under contract to Paramount Pictures.

Harbord Receives Medal

Washington Bureau, RADIO DAILY

Washington—General J. G. Harbord, chairman of the RCA board, last night was presented with the Ordnance Medal of Merit by the Army Ordnance Ass'n in the Mayflower Hotel.

In his speech of acceptance, Harbord told of the vital part radio will play in any future war.

Rubinoff Detained on Coast

West Coast Bureau, RADIO DAILY

Hollywood—Dave Rubinoff's picture commitments has extended his stay on the coast until June 15, which also keeps Walter Craig and producing unit there until that time. Rubinoff was due East before that time to continue the electrical transcription recordings for Chevrolet. Understood that Chevrolet has renewed its World Broadcasting System series, still on its first 13 weeks of the contracts resumed after the recent auto strike at General Motors.

FRANK DEGEZ

CUSTOM CLOTHES

46 WEST 48 ST.
NEW YORK

BR yant 9-9746

Combining the finest of imported materials with the finest of tailoring plus correctness of style. Priced from \$65 up.

TELEVISION IS SHOWN ON A LARGER SCREEN

(Continued from Page 1)

largement, it was difficult if not impossible for the eye to detect line-scanning or other details by which the illusion of direct vision was accomplished.

Although it is regarded in scientific circles as a distinct technical advance in RCA's television developments, engineering opinion is that Dr. Law's contribution could not at this stage be incorporated in home television receivers. The achievement is possible only under special conditions employing special laboratory equipment. The intense bombardment by the electrons from this gun has required research to produce a luminescent material to withstand it. This work continues.

Next in the review of RCA's present technical status in television was a paper by C. E. Burnett, who described methods developed by which television receiving tubes or "kinescopes" may be quickly and accurately tested for their qualities of faithful reproduction of television pictures. In this work the electrical impulses from the image on the television camera, or "iconoscope," are not employed, but a specially generated set of impulses produce a uniform pattern, in which distortion is readily observed. Since television receiving tubes are most susceptible to distortion when recording impulses at a high frequency, the test current is set to provide a pattern at the tube's upper limit of frequency reproduction. The resulting, very fine, polka-dot pattern is the same as might be obtained if a half-tone engraving were made of a blank sheet of gray paper. The pattern represents the irreducible minimum of reproduction on the 441 line standard, in the present status of the television art, and if the tube performs with uniform sight response at this frequency, it can be trusted to record larger areas of light from a televised subject with at least equal fidelity.

The relation of outdoor illumination to television pick-up was discussed by a group of RCA engineers, including Harley Iams, R. B. Janes and W. H. Hickok, whose joint paper revealed that extensive investigation of the amount of light available for the transmission by television of outdoor scenes under a wide variety of conditions has been made. For years the authors have been systematically measuring and recording the brightness of typical scenes, such as sporting events, street scenes, beaches, etc., in all seasons and over a wide range of latitude.

It is believed that present television pick-up equipment is sufficiently responsive to light to be generally successful for baseball, which is played in the brightest months of the year, and usually in fair weather. Other events such as parades and races usually offer no great difficulty with illumination. Pick-ups of football games were said to be less likely to be satisfactory—especially those ex-

NEW PROGRAMS—IDEAS

State Gives Vacation Info

New York State is going on the air via WGY to tell the people of this and neighboring states about the points of interest worthy of summertime visits. For six weeks, beginning Wednesday, May 26, the WGY Players will offer quarter-hour historical dramas. The first will be "The Battle of Oriskany." Radcliffe Hall will direct the group which will include Patricia Sheldon, Maurice Randall, Frank Oliver, Betty Shurig and Ralph Cohen.

News Through University Eyes

WWJ, the Detroit News station, in collaboration with the University of Detroit, presents weekly an educational program of unusual distinction entitled "The University Looks at the News." Subjects of foremost current interest are considered by members of the U. of D. faculty. Each speaker is an expert in the field which embraces his subject, and is eminently qualified to give the radio public an authoritative analysis and opinion. Such fields as law, political science, psychology, philosophy, chemistry, biology, literature, music, painting and others have furnished topics for these fifteen minute talks.

"Talking About Stars"

"Let's Talk About Stars," a 15-minute program of sport, theatrical and motion picture comment, is heard each Sunday afternoon at 1:45 over WAAT, Jersey City. The program is conducted along the lines of an

tending into the late afternoon of the late season for this sport, when even those in the stadia must strain their eyes to follow the plays.

Following this outline of some of the pick-up problems of television, Albert Rose and Harley Iams of the RCA laboratories at Harrison, N. J., presented a paper dealing with the general technical considerations of pick-up tubes employing cathode-ray beam scanning. The three general methods of accomplishing television transmission by means of cathode-ray beam scanning are: (1) to make the image-carrying surface of the tube vary the number of electrons from a beam of constant intensity which can reach the surface according to the light and dark areas of the image it bears, (2) to allow a constant number of electrons to strike the surface but control the number of secondary electrons released by changes (due to light) in the character of the surface, (3) to allow a constant current to strike the surface, but control the secondary emission by electric or magnetic fields. The last method is the one employed in the "iconoscope" of the present RCA television system. The characteristics of ten different types of pick-up tubes, in one or the other of these categories, were described, as were other considerations, common to all three types.

The symposium was concluded with

interview, with Jack Mitchell as interviewer and master of ceremonies. Jerry Cotter handles the theatrical end of the program, Bob Stokes is the motion picture commentator and Ray Freifelder is the sports reporter.

Game Warden In Series

J. W. Dalston, District Game Warden of East Texas, has been running a series of programs each Saturday afternoon at 6:30 over KFRO, Longview, Tex. Game Warden Dalston answers questions concerning the hunting and fishing laws of East Texas together with suggestions on how to enjoy the outdoor sports. Judging by the fan mail received on this program it is a very popular feature.

Polish Amateur Contest

An amateur contest for talented Polish people is being conducted Thursday nights over WJAY, Cleveland, under sponsorship of the Wanda Furniture Co. Native Polish music and ensemble singing is interspersed throughout the program.

"Musical Headlines"

A new commercial show entitled "Musical Headlines," telling the highlights of the week's news in song, makes its debut Sunday over WCAE, Pittsburgh.

News Review of the Week

A review of the past week in world news comprises a new Sunday evening program handled by Richard F. Gloyne at KFOR, Lincoln.

a paper by Zworykin, G. A. Morton and L. E. Flory of the RCA laboratory at Camden, in which the three scientists described the theory and performance of the "iconoscope." The broad theory of operation of this device had been known to members of the Institute of Radio Engineers generally for some time. This paper was a detailed mathematical exposition of the principal factors involved, as developed by the creators of the "eye" of the RCA television system. The paper also discussed some new forms of "iconoscopes" and their characteristics. It was revealed that new types, now in their experimental stage of development, bring within possibility sensitivity many times that of present "iconoscopes." Such advance will improve the television camera's ability to pick up scenes in stormy weather, or in the reduced light of late afternoon, or at other times when illumination of scenes is low.

Prefacing yesterday's talks, RCA gave a practical television demonstration Tuesday night for an invited list of about 400 engineers. Demonstration consisted of a newsreel and a studio performance.

IRE convention closed last night with a banquet at which Capt. P. P. Eckerley, IRE vice-president from England, Alfred N. Goldsmith and R. H. Marriott, radio consultants, were the speakers.

7 MORE SPORT EVENTS ARE SIGNED BY CBS

(Continued from Page 1)

June, August, September and October, include three golf tournaments and four tennis matches. Ted Husing has been set for the entire schedule.

Press Informs Readers On Coronation Airings

(Continued from Page 1)

using the ether to obtain speeches not previously released and to note whether the speaker follows copy even though a talk has been the subject of advance copies. Herald-Tribune is one of several large papers utilizing its own recording facilities to take down speeches, which beats its own reporters on the job.

Coronation Broadcast Is Longest in History

(Continued from Page 1)

its networks at 4:45 a.m. and completed its pickup from London at 11:46 a.m. RCA Communications short wave facilities were used and reception was excellent.

CBS ran continuously from 5:15 a.m. to 11:47 a.m. Both networks, as well as Mutual, also had other Coronation programs in the course of the day and night.

RCA Communications also did big business in radio photo transmission.

WMCA
NEW YORK'S
OWN STATION

leads in
Program Planning

**INTERNATIONAL
NEWS SERVICE**

5 Programs daily

NEW BUSINESS

Signed by Stations

WGN, Chicago

Wilson & Co., Woman in the Store, thrice weekly, 52 weeks; Lawndale Ogden Motors, "Musical Highlights," disk, Sundays, 52 weeks, through Schwimmer & Scott.

KXBY, Kansas City

Skel Gas Co., Happy Long in five weekly periods, 13 weeks, through Newton Cross of Ferry-Hanley Adv. Co., Kansas City.

WBBM, Chicago

Lavena Corp., Sunday night program, through H. W. Kastor & Sons.

Murell Wright at WNEW

Murell Wright of Rochester is the new announcer on Ted Webbe's "Man on the Street" program over WNEW.

ST. LOUIS

Exams for radio operator licenses will be conducted at the Court House here Friday and Saturday under direction of William J. McDonell, inspector.

No less than 16 different school, university and academy groups made a tour of the KMOX plant in the past 15 days, reflecting the many new radio courses instituted in schools.

Uncle Jimmy and His Texas Cowboys, hillbilly unit at WTMV, East St. Louis, now being sponsored by Dickerson's department store.

Warren Champlin, former WEW announcer, has joined WTMV. Fred Moegle, veteran mike man, has become chief announcer, while Alex Buchan takes over the man-in-the-street stint.

About 400 St. Louis independent grocers attended KMOX's "Phillips Poly Follies," half-hour musical show, aired over CBS from the Columbia Playhouse last night. After the show, they held their monthly business meeting and then were taken for a tour of the station.

WTMV's "Trading Post," conducted by Woody Klose, has become very popular as a place to swap articles.

Complete Entity

Siloam Springs, Ark. — KUOA boasts an unusual distinction in that it owns all its facilities. Most stations depend upon the telephone company for that all-important link, the program circuit from studio to transmitter. KUOA has even built and owns a remote control line six miles long, in addition to its cable for programs and order circuits which connects the transmitter and studio separated five blocks. The company which owns KUOA even owns the power plant which generates the power for the Western Electric 5 kw. transmitter, and all the electricity used in transmitter and studio.



● ● ● Jack Haley with Ted Fio Rito's band pipes an audition from Hollywood to Radio City this morning for Benton & Bowles... Phil Baker has just placed his scrawl on a two-year contract for Gulf... Ed Wynn's next sponsor will be—the one offering the best time... Mrs. Kelvin Keech is ailing, with Kel nursing... Doris Sharpe, CBS hostess for the past seven years, has tendered her resignation and in two weeks will become a partner in National Radio Registry, with Ted Husing, Fred Uttal, Bill Johnstone and Bill Adams among her clients... Pete Macias' Heigh Ho Club in D. C. will be barred to the public next year and present entertainment for the Nation's lawmakers exclusively... Ted Dale of Abe Lyman's band stepped off the curve the other day and broke his right arm—one day after informing his insurance agent that he'd like to talk with the latter NEXT week about a policy... Paramount Pictures has sent Arthur Franklin here to direct the Tito Guizar and Kirsten Flagstad sequences for the "Big Broadcast" flicker.

● ● ● CBSlinger Andre Baruch was on the air doing a show when someone entered the studio whispered into his ear—while talking, "Your house is on fire"... Andy couldn't finish fast enough to drive out to Brooklyn... Dean McCammon, Ford county, Kansas, farm agent, recently received over \$50,000 worth of soil conservation checks to distribute among county farmers... Previously, he had sent notices to farmers... However, he was out of envelopes, so he sent the item to KGNO, hoping a few of the farmers would come in and get their checks... The station obliged and made the announcement during their news airing... When Dean returned to his office after lunch, more than 150 farmers had come to get checks—and there wasn't any other publicity until that night—when the evening papers featured the "Call."

● ● ● If he hasn't yet (by the time this reaches print), Nat Brusiloff, will shortly resign from the baton-wielding job at Mutual, retaining his "Jazz Nocturne" show only... He had a conference with Gerard Swope of General Electric the other day—and may be heard on a network show for this sponsor... Raymond Paige will conduct a symphony concert in Frisco, July 22, and then do likewise in Portland and Seattle... Paul Monroe, who directs the Edward G. Robinson bit on the Kate Smith show tonight, may resign from CBS to go with Ted Collins... Incidentally, Kate and Ted will spend their vacation at Lake Placid and then to Banff, Canada, making color motion pictures... John Mayo's trip to Washington Saturday is to pay a visit to the White House occupants—and renew his license plates before talking with FCC officials.

● ● ● George Hoffer, one of WGY's transmitter engineers and a licensed radio operator, has found a code he can't read... His home is equipped with a transmitter and has an antenna tower on a wooden pole topped by a 15-foot aluminum tube... While rummaging in his attic he heard a very rapid tap-tap-tapping... He tried breaking the message into dots and dashes and, failing, investigated the source of the signals... He found a red-headed woodpecker sounding out his "Love Call" to his "Silent Love" on the tube... The bird returned every three days and pecked away for eight hours... Al Artego, with a 40-piece orchestra at the Kostelanetz, will be heard on a commercial—just as soon as he knows what to do about the TWO agents who submitted him to the sponsor.

Coming Events

May 12-15: World conference on radio communication and television, Cairo, Egypt.

May 12-19: Philco eastern distributors convention, Greenbrier Hotel, White Sulphur Springs, W. Va.

May 14-30: Syndicate Professionel des Industries Radioelectriques 14th Annual Salon, Palais Neo-Parnasse, Paris.

May 15-18: Second Annual Congress of Colonial Broadcasting of National Federation of Radio Mfrs. of England, Paris.

May 15-31: Radio and Television Fair, International Exposition Grounds, Paris.

May 19: Luncheon meeting of radio sales promotion men, Victoria Hotel.

May 23-25: National Radio Service Ass'n convention, Dallas.

May 23-26: Philco western distributors convention, Del Monte Hotel, Del Monte, Cal.

May 24-28: Society of Motion Picture Engineers, spring convention, Roosevelt Hotel, Hollywood, Cal.

May 28: Meeting of Seattle Section of Institute of Radio Engineers. James Wallace, KVI, chairman.

June 1-10: Radio-television exposition, Moscow.

June 5: Annual meeting of the Texas Broadcasters Ass'n, Texas State Hotel, Houston.

June 10-17: British Television exposition, organized by Radio-Electrical Industry of Great Britain, South Kensington Museum, London.

June 14: American Federation of Musicians' annual convention, Louisville, Ky.

June 20-23: National Association of Broadcasters' annual convention, Hotel Sherman, Chicago.

June 20-23: Advertising Federation of America's 33rd annual convention, Hotel Pennsylvania, New York.

June 21-24: American Institute of Electrical Engineers' convention, Milwaukee.

June 21-24: Summer Convention of the Canadian Electrical Convention, Banff, Alberta.

July 12-17: International Congress of Short Waves, Vienna.

Aug. 2: Semi-annual meeting of the American Radio Telegraphers Association, New York.

Nov. 26: Inter-American Radio Conference, Havana.

Short Wave Reports

NBC is inaugurating a series of weekly forecasts of reception conditions for short wave broadcasts, to be compiled by W. A. R. Brown, NBC engineer.

WITH THE ★ WOMEN ★

By ADELE ALLERHAND

PATRICIA GILMORE, mood indigo vocalizer, sings under the Leon & Eddie aegis once more with the present revue....The Hudson-DeLange swing-song girl, Nan Wynn, will be ethered with that ork from Rye, via NBC, starting May 28....Gretta Palmer, who writes, to wed Sanford Clark, who underwrites, May 28....Lucille Linwood and partner Lanny Gray auditioned Tuesday for a possible spot on the Fred Allen Show....All things being equal, they may make several WOR transcriptions...."The Naughty Naughts" scheduled to carry their fin de siecle frivolity to Atlantic City, then London....Russ Morgan will likely feature musical numbers from the show on an early Philip Morris broadcast....The Phil Baker program may present the entire opus, with Phil playing the doughty lead....The atelier goes airminded with Dorothy Howe, Art Shavian warbler, erstwhile commercial photog model, appearing in a current Camel ad, and Joan Howard, another eye-appeasing recruit from the studios, giving Frankie Basch the low-down on the psychology of the girl on the magazine cover" over WMCA on Friday....

▼ ▼

Elsie Mae Gordon, "Trouble House's" Phoebe, has twice shown up for non-existent rehearsals and twice failed to appear for actual ones....Result—Henry P. Hayward is applying for patents on an artist-summoning device, with punch-buttons controlling lights in the delinquent performer's home....Vita Kane, program department lass at WNEW, leaves the "Live Alone and Like It" contingent on June 29th in favor of matrimony....

▼ ▼

Dorothy McKay, Esquire's femme cartoonist, to be interviewed by Chuck Thorndike over WINS Thursday....Rose Marie, no longer self-styled "Baby", now revelling in the making of successful Variety disks for Master Records, retains the 400 dolls sent her by radio fans as mementoes of pre-adolescent prestige....Peggy Santry and spouse, J. P. McEvoy, now honeymooning in Japan, have met the Emperor, were quartered at the Embassy, and have gathered considerable material which augurs well for their fall radio program....to run simultaneously with a series of humorous lectures and a new play by McEvoy....

ORCHESTRAS - MUSIC

DON BESTOR and ork open at the Congress Hotel in Chi on Friday. Rockwell-O'Keefe Inc. set the deal.

Glenn Miller, who pinch-hit at the New Yorker for Gus Arnheim and his band when they played the Brown University dance last Friday evening, scored so heavily with his recording of "Moonlight Bay" that a new pressing of it will have to be made, reason being that the records are all sold out.

"Peckin", the latest dance sensation, is being popularized through contests in various cities by Cab Calloway, who introduces and demonstrates the number in his stage show.

Joe Salvaggio is being ethered again and doubling as dance band for New Orleans' Penthouse.

Armand Hug is subbing pro tem for Freddie Newmann, pianist for the Roosevelt Rhythm Kings on WDSU, New Orleans. Newmann is in Philadelphia, attending his father's funeral.

Maestro Tony Almerico and his musical aggregation are being aired nightly from the La Place nitery in La Place, La., with a WWL (New Orleans) wire.

Duke Ellington and his lads will make a special broadcast to Europe through the BBC facilities in London, May 21. A special wire will be installed in the Cotton Club by CBS for the occasion.

Lynn Cole, tenor, and Winston and

Sutton, piano-duo, are heard Sunday nights at 9:30 over WBBM, Chicago. Cole was formerly guitar-playing soloist with the George Olsen ork. The program is sponsored by Lavena Corp. through H. W. Kastor and Sons.

Jolly Coburn and his band, now being featured at the Normandie, Boston, will play the Hartford Golf Club, Hartford, Conn., Saturday. CRA set the deal.

Johnny Hamp and ork will open at the New Penn Club, near Pittsburgh, June 24. In the interim they are playing a series of one-nighters. Among the dates booked are Oil City, Pa., June 11, and Columbus, Ohio, June 12.

Bob Crosby and his boys open at the Ritz-Carlton Roof in Boston, July 6.

Joe Venuti and his music-making contingent will be heard at the Great Lakes Exposition, effective June 12. The booking was made through Rockwell-O'Keefe, Inc.

CRA has set two bands at Pleasure Beach Park, Bridgeport, Conn. Ted Black and his ork play there May 16, and Rita Rio's all girl ork is the attraction May 23.

Bobby Brinn inaugurates a new radio "first" when he introduces England's song hit, "A Little Chap with Big Ideas," over WOR Friday evening for the first time in America. The number is published by Cecil Lennox in England. Mills have taken over American distribution rights.

Fred Kirby Auditions for Pix

Charlotte—Fred Kirby and his Smilin' Cowboys, doing a daily show for RCA over WBT, auditioned Monday night for Republic Pictures, Hollywood.

Kirby has been negotiating for some time with the movie moguls of the western film capital, and finally the negotiations got to the point where a producer wanted to hear the Smilin' Cowboys. So, while the producer sat in North Hollywood and tuned in to WBT, Charlotte, N. C., Kirby and his cohorts gave a sample of their wares.

Included in the Smilin' Cowboy outfit are Happy Sam Fowler, Elmer Warren, Ted Poole, and Kirby.

WQAM Finds Tastes the Same

Miami—WQAM has completed a check-back survey of the program preferences of 5000 persons in the Miami area, and finds them to be exactly the same as a year ago when a similar survey was made.

Photographing Special Events

Longview, Tex.—KFRO is having pictures made of the special events broadcast by the station. Figures it builds good will, besides providing a photographic history of the events.

New Commercial on WBT

Charlotte—Old North State Breweries Inc. (Esslinger's Beer and Ale) of Concord, N. C., begins a new show over WBT, with topnotch talent featuring Johnny McAllister and Holly Smith, doing a racy quarter-hour of wit, novelty and popular tunes.

In opening the new show, "Just The Two Of Us," Esslinger's is distributing 10,000 announcements in sticker form for automobiles over North and South Carolina. The announcements give the time, 5:45-6 p.m., of the new show and the name of the product sponsoring it.

"Let's Visit" Returns May 17

"Let's Visit," WOR program featuring Dave Driscoll and Jerry Danzig, who take their microphones into the homes of New Yorkers for conversational visits, returns to the air over WOR and the full Mutual on Monday at 8:30 p.m.

DON KERR

MASTER OF CEREMONIES
GENERAL MILLS SPORTS PARADE
WMCA

2:30 to 5:30 P. M. DAILY
36 COMMERCIAL HOURS WEEKLY

★ F. C. C. ★ ACTIVITIES

HEARINGS SCHEDULED

May 18: John D. Fields, Inc., Las Vegas, Nev. CP for new station. 1370 kc., 100 watts, unlimited.

KGKO, Wichita Falls, Tex. Mod. of CP to 570 kc., 1 Kw., 5 Kw. LS., unlimited.

EXAMINER'S RECOMMENDATIONS.

Leonard A. Versluis, Grand Rapids, Mich. CP for new station, 830 kc., 500 watts, daytime, be denied.

Juan Piza, San Juan, P. R. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited, be granted.

Feinshreiber Back to CBS

Bill Feinshreiber, who left the CBS publicity department to manage Carnegie Hall, returns to CBS to work in the continuity department.

PHILADELPHIA

Ground has been broken for the new KYW building. Leslie Joy is station manager.

Arnold Nygren, WFIL engineer, soon marries Elaine James.

Herbert Austin KYW announcer, and Helen Elizabeth Darby of Colfax, Ind., have set the date for late July.

Ewing Julstedt, WFIL engineer, packing for a two-week vacation to southern isles.

Joseph Gross chalks up fifth year of news commentating for English and foreign language programs at WPEN-WRAX.

Norris West, assistant program manager at WCAU, back from announcing the S. F. Symphony for CBS on the coast.

Margaret Hanley, after five years at WIP, is leaving radio to be secretary at the Hanscom Hotel, Ocean City.

WIP birthdays this week include: Betty Shaffer, yesterday; James Tisdale, 15th; Murray Arnold, 14th.

Ed Pamphilon back at his engineering post at WFIL following a fortnight in Southern climes.

Mac Parker, WCAU news commentator, drops his affiliation with the Philadelphia Record for an advertising agency post.

Erva Giles, of the WFIL music department, readying for a vacation to her home town, Ellsworth, Me., in time to attend the strawberry festival.

Frank V. Becker, WFIL chief engineer, moves his domicile from a South Jersey point to suburban Drexel Hill.

THE SONGBIRD OF THE SOUTH

★ ★ ★ ★

KATE SMITH

A & P BANDWAGON

THURSDAYS

CBS NETWORK 8-9 P.M., E.S.T.

EXCL. MANAGEMENT TED COLLINS



STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:
No. 31 of a Series

WJBK—Detroit

1500 K. C.—250 Watts Day, 100 Watts Night

JAMES F. HOPKINS, Owner & Gen. Mgr.

MICHAEL E. KENT, Sales Mgr.

WJBK, youngest radio station in America's fourth largest city, is owned and operated by James F. Hopkins Inc. Licensed to operate on a cleared local channel, unlimited hours, WJBK is one of the few stations to broadcast on a 24-hour a day schedule.

Established in 1926, WJBK coverage today includes the City of Detroit and Wayne, Oakland and Macomb counties. Some 2,163,000 persons are included in the 513,088 radio families serviced regularly by the station. WJBK's market represents 45 per cent of Michigan's total population, 55 per cent of Michigan's total employment and 60 per cent of Michigan's total general merchandise sales. Approximately \$1,125,000,000 is annually spent by WJBK listeners.

Utilizing the newest RCA and Western Electric turntables, for lateral and vertical cut transcriptions, both 78 and 33½ r.p.m., WJBK subscribes to the following transcription libraries: NBC Thesaurus, Associated Recorded Music Service and Standard Radio. The transmitter is located in almost the exact center of the Detroit metropolitan area, at the Louis Rose Building, Highland Park. Studios and business offices are located at 6559 Hamilton Ave., Detroit.

Listed among the satisfied time buyers using WJBK as a steady medium are Chevrolet Motor Co., Dodge Bros., R. G. Dun, Ford Motor Co., Kroger Grocery and Baking Co., Schmidt Brewing Co., United Detroit Theaters, Hickock Oil Co., Goebel Brewing Co. and Good Housekeeping. R. G. Dun received 175,000 cigar bands in a test contest over the station and the Schmidt Brewing Co. pulled 500,000 beer caps in a similar test.

WJBK's staff includes Angus Pfaff, chief; Les Mitchell, Robert Longwell, Charles Sterritt, Al Nagler, Larry Gentile, James O'Brien and Billy Morell, announcers; James Frank Perkins, continuity head; Herbert Mertz, musical director; Sybil Kriehoff, program director; Betty Roberts, director of women's programs, and Paul Frinke, chief engineer.

Microphone Co. arranging to have booths in both the Chicago and New York conventions. With him in Chicago will be A. H. Brunug, Chicago representative, and in New York, Dan R. Bittan, Eastern rep. Yarbrough will be at both shows, particularly stressing his new Multi Purpose mike.

Marvin Young, NBC coast production manager, who has been teaching radio production at U. C. extension classes, tried to resign this week. Class protested, some students agreed to take two courses, if he'd change his mind—which he did.

Amos 'n' Andy adding four stations, NBC having added to McClatchy group—KFBK, Sacramento; KWG, Stockton; KMJ, Fresno and KERN, Bakersfield.

Guardian Institute, through Allied Advertising Agency, has signed for three 15-minute week-day programs, and Sunday half hour, on KEHE, using The Islanders, Hawaiian singing and instrumental group.

Frank W. Dillon organization will follow its "Two Dumb Detectives" serial (finishing its first 26 weeks) with a new program, not yet decided, to run weekly for a year.

Bob Davis, star salesman on KEHE's staff, leaves this week for Chicago to marry a San Francisco girl, then returns to Los Angeles to make his home.

Italy Off Coronation

Rome—Italian radio stations ignored the Coronation ceremonies yesterday, following a similar policy on the part of Italian newspapers. Due to strained relations between Italy and England over the Ethiopian situation.



PAUL LUTHER, CBS announcer, expects his ship to come in shortly. He is half owner and advertising manager of the Martin Luther company, chemical manufacturing concern that just put over its first big deal with a Chicago drug chain.

Walter Wicker, who moved to New York recently, is helping Myrtle Vail write "Myrt and Marge" as well as handling production on the show.

Don Bestor's band will replace Bob Crosby's at the Congress Casino with an NBC wire starting Friday. Crosby is to play a week's stand at the Aragon ballroom before leaving the city on a road tour.

Helene Miller, Pittsburgh songstress who understudied Gracie Barrie in the Scandals, is warbling with Jack Denny's ork at the Drake hotel.

Wedding Bells: Willard Waterman of NBC's "Girl Alone" and Mary Anna Thoeleen of Kenosha, Wis., are planning a June wedding. They will live in Kenosha, Waterman commuting. . . Jeanne DeLee, headliner of Mutual's new Parlor Playhouse series and Ira Leon, Chicago business man, also will jump off in June.

SEATTLE

Maitland Jordan, youngest staff announcer at KOMO-KJR, has been assigned to do all the commercial announcing for the Bon March department store. Includes weekly 28 newscasts, five morning broadcasts with Jane Dillon's House of Dreams and a Boy Scout program.

Harold GeBauer, formerly of KMED and KORE, is the latest addition to the KOMO-KJR announcing staff. Marilyn Boles has moved into the publicity-news department, while Jean Wylie is a staff addition.

Hal Wolf soon will start a new KOMO-KJR series, "Century Notes", produced and announced by himself.

Ray Howell has taken his program "With Them It's Different" to new time at 10:35 over KIRO.

Gene Baker, KIRO program manager, was presented with a gold watch fob by a listener who likes Baker's "Wanderer's Song" recitals.

Mike Donohoe of the Post-Intelligencer sports staff is doing a horse-racing series on KJR.

Dorothy Lois Smith of KOL and Leroy Grandley, formerly of KOL but now with CBS in Hollywood, plan to marry.

"Exploring America With Carveth Wells" is back on KHQ, sponsored by Continental Oil Co.

June Burns, whose husband Farrar is the brother of Bob Burns, is doing "Puget Soundings" thrice weekly on KXA.

Loren B. Stone, KIRO commercial manager, is passing out cigars in honor of Loren, Jr.

Leon Lassen now appears in three KIRO broadcasts, the daily baseball games, a Baseball School of the Air on Mondays and the evening all-sports talk.

Danish Jubilee on CBS

The Danish Jubilee of King Christian X and Queen Alexandria, celebrating the 25th anniversary of their reign, will be aired over CBS on May 15, at approximately 5:15 p.m. Program will cover the torchlight parade and the King's speech from Amalienborg Castle, Copenhagen, and will be relayed to this country via BBC.

Enjoined from Using Name

Supreme Court Justice Bernard L. Shientag yesterday granted a temporary injunction in favor of the Philadelphia Storage Battery Co., manufacturers of Philco radios, restraining Morris Mindlin from using the word "Philco" in connection with his razor blade business.

Blum Interview On Again

The Lowell Thomas interview with Premier Blum will take place tomorrow as originally scheduled, to be heard over the NBC-Blue network, instead of May 18, as was recently announced. Thomas will broadcast from London on May 18.

Hobart Bosworth in CBS Series

Hobart Bosworth, veteran actor, author, and producer, will inaugurate a new weekly series from Hollywood, over the WABC-Columbia network tomorrow 6:15-6:30 p.m., EDT, entitled "Dean of Hollywood."

Ed McConnell Renewed

Acme Sunshine Melodies program, featuring Ed McConnell, and heard over the NBC-Red network Sundays at 5:30, has been renewed for 52 weeks, effective August 29.

EARL C. ANTHONY, owner of KFI and KECA, starts home this week after a week's stay in Honolulu. His son, Kelly Anthony, hopped the China Clipper to Hong Kong, where he'll stay only until the Clipper heads back for Honolulu, on his way home.

Jerry King, Standard Radio, spent the week-end in Mexico, taking in the races at Caliente, and a bit of golf at Ensenada.

Standard Radio library added WMMN, Fairmont, West Va.; CCPO, Cincinnati; WWNC, Asheville, N. C., and a new station, not yet open, in Uniontown, Pa.

Harry A. Earnshaw reports sale of "Chandu" series to Star Outfitting Co., San Francisco, with magic trick giveaway; United Baking Co., Schenectady with premium offer. Gooch Bakeries, Lincoln, Neb., using picture premium.

Walter Biddick Co., station reps, report taking on coast representation for KTAR, Phoenix, Ariz.

Union Oil Co. is capitalizing on the popularity of its "Thrills" broadcast (NBC coast red net) by distribution at its service stations of a monthly newspaper illustrated with pictures, drawings and descriptions of the thrills dramatized on the air. Frederick C. Dahlquist is producer Lord & Thomas is agency.

Deal on with Milton Berle and his picture people which is expected to keep the "Sing" on from the Coast through the summer.

Ford Billings, KEHE and Orange net chief, off for San Francisco to assist in opening of new KYA studios.

National Voice, dry weekly, disk series for 80 stations, erroneously otherwise credited, are being made by Electro Vox—who also were called on, by wire, to take an air check in Hollywood, for Ferde Grofe's new Hollywood Ballet performance in New York.

Picket line took its place this week in front of new CBS studios, under construction by William Simpson contracting company, in an effort to win a closed shop policy. Few rocks thrown at trucks, mostly by non-pickers in crowd, when line was first formed. All quiet since first hour, contractors report.

Lewis Browne, author of "This Believing World" has been signed for a Wednesday night 15-minute sustaining program over KFI, titled Lewis Browne Looks at The World.

Raymond R. Morgan office announces William Farnum's "Drums" goes off the air for the summer May 20, to resume in fall. Series has had 137 episodes in five sequences. Vera Oldham, writer; Cyril Armbruster, producing; Felix Mills doing music.

"Cassandra", dramatic serial with orchestra, which has been a three times quarter hour on KHJ, goes to a weekly half hour over KNX and CBS coast net starting May 25 for Sylmar Packing Corp. (Sylmar olives). Pacific Market Builders, agency.

F. A. Yarbrough of American

Coast-to-Coast

RALPH KIRBERY'S recent renewal by Lipton's Tea makes it seven renewals in a row for the Dream Singer. Same for Al and Lee Reiser. Kirby and the Reisers are heard three times weekly in the NBC program.

Ed Sims, commercial manager of WMFJ, Daytona Beach, Fla., is the father of a 10-pound girl, born on Mother's Day.

George A. Ansbro, young NBC announcer, and Marie deChantal Turecarn of Brooklyn will be married soon.

A. E. Nelson, manager of KOA, Denver, entertained Don E. Gilman, NBC vice-president, on his way from New York to Hollywood, and Alfred H. Morton, also of NBC, in charge of NBC operated stations. The men were guests of honor at a luncheon at the Denver club attended by the KOA staff.

WQAM, Miami, notes: Texas Dave McEnry, Singing Cowboy, has shifted his allegiance to WPHR, Petersburg, Va., for the summer. Maurice Fink, control man, is the father of a nine-pound image. Kenyon Lee, conductor of Ole Curiosity Shop, celebrated his 2,000th broadcast a few days ago by repeating the first program he aired. Jack Thursten, musical director, has deserted the pipe organ to try his talents on a new studio Hammond electric. Gale Smith, engineer, is the unofficial greeter of Cuban radio hams who visit here. Olga Petroff has joined the staff as receptionist.

Virginia Graves, featured lyric soprano at WXYZ, Detroit, is giving up her radio career to marry J. D. Chamberlin of that city. She recently handed in her resignation to Russell Neff, studio and production director, last week.

Margie Ann Knapp and Bob Murray, two of WHN's new singing finds, will appear together with the Don Albert orchestra in a WHN-New York State network program at 7 p.m., tomorrow.

Mason and Dixon, WMCA inspirational singers will be heard from WIP, Inter-City affiliate in Philadelphia, starting May 25, for a period of two weeks. They fill an engagement at the Israelite Baptist Church in Philadelphia and will be heard over WMCA, broadcasting from WIP. The song team will return to the WMCA studios on June 8.

"The Rogue Song," Franz Lehar's musical will be offered in two installments by Jessica Dragonette and Charles Kullmann in the Palmolive Beauty Box Theater, May 19 and 26 over CBS.

The Rural Ramblers, hillbilly unit at KFRU, Columbia, Mo., have opened

RADIO PERSONALITIES

No. 38 in the Series of Who's Who in the Industry

WILLIAM A. SCHUDT, Jr., genial, young (31) general manager of WBT, Charlotte, and one of the best showmen in the radio business. Born in Brooklyn, Schudt did his first radio work in a quiet residential section there as an amateur, in 1923. Shortly thereafter, he joined the radio editorial staff of the paper that subsequently became the N. Y. World-Telegram. As a reporter, he wrote about everything pertaining to radio, and in 1924 he began a column for the paper on the air over WFBH. Column soon developed into a CBS feature titled "Bill Schudt Goes to Press." The spot ran as a network feature for seven years and brought some of the nation's most prominent men to the microphone for the first time.



Has quite a record for a lad of 31.....

In 1927, Schudt took over the managing editorship of "Radio Program Weekly," the first weekly program magazine, but the sheet soon folded because New York papers resumed listing schedules. Day after his magazine died, Schudt was offered the job of handling all public relations for A. H. Grebe & Co., which included WABC. When CBS bought the station, Schudt stayed on, and when television came faintly on the scene in 1931 he was appointed television director, a newly-created title. In his new job, Schudt's flair for showmanship had a chance for full expression, and he made the most of it. On a screen six feet square, he reproduced boxing, wrestling, dancing, dramatics and even backdrops with colors that would transmit. But the time for television was not fully ripe, and CBS discontinued the venture in 1933. A week later, Schudt was on his way South to take over WBT, the just acquired 25,000-watt CBS station. His development of WBT to 50,000 watts, with a plant unsurpassed for modern efficiency anywhere in the country, is a fairy tale of the industry.

a new show known as "Unhitchin' Time", at 6:30-7 p.m. This is for the benefit of farmers who are too busy in summer to hear the Ramblers' 6 a.m. rise and shine show.

Kolin Hager, manager of WGY, has been elected vice-president of the Better Business Bureau of the Schenectady Chamber of Commerce. His secretary, Mrs. Caroline Osan, was elected the same week as president of the Schenectady Business and Professional Women's Club.

John Tucker Battle, newspaperman, playwright and author, is now writing the scripts for "Follow the Moon," NBC serial.

Evan A. Fry, announcer at KCKN, Kansas City, Kan., has conducted the 55-minute noon hour clock show, sponsored by Falconer Furniture, since it was started in 1934. Program just passed its 800th performance.

R. C. Sackett of Pontiac Motors has gone statistical and ascertained that the Varsity Show garnered 13,288 column inches of publicity in the course of its series just ending.

Fibber McGee and Molly will not be lured away from radio by the movies if their sponsor has anything to say about it. The popular comedians who are now making a picture in Hollywood and broadcasting, too, have just been renewed on their commercial radio program for the next fifty-two weeks.

WSMB, New Orleans, in association with the WPA federal music project, has inaugurated a new series

CINCINNATI

Jim McCulla and Jim Begholt are announcing a new baseball program, "Warm Ups and Post Mortems", sponsored, over WCPO. They also handle "Six-to-Niners", funny stuff.

A new all-German program at WCPO will feature Cincy bands in Biergarten music, with announcements in German by William Kosson. John Brakehill will write and produce.

R. G. Jennings, assistant manager at WSAI, back on the job after a week of sneezes and coughs.

Charlie Wayne is now emcee for WLW's "Pleasant Valley Frolics", replacing Charles Seel, who is out for a while due to a throat operation.

Richard H. Keech is preparing dramatizations for a City Gospel Mission series over WLW.

Wil'am Stoess, WLW-WSAI musical director, plans to use guest soloists on the Sunday night concert hour at WLW.

Owen Vinson is now directing "The Mad Hatterfields", WLW program, by Carolyn Clarke, who is Mrs. Vinson.

Dick Bray started a man-on-street series for Chocolate Products Co. on May 10 over WKRC.

Fred Edwards in "Front Page News" on WKRC nightly, now sponsored by Dodge and Plymouth dealers.

Irene Righter is singing with Joe Binder on WKRC's Sloan Furriers program thrice weekly.

of periods devoted to the better type of music. Series calls for a half-hour spot on Friday nights with what is billed as the New Orleans Little Symphony of 25 musicians.

GUEST-ING

BERT FROHMAN and CAROLYN MARSH, on Freddie Rich's program, today (CBS, 3:30 p.m.)

N. Y. UNIVERSITY ALUMNI GLEE CLUB, on Ford's "Universal Rhythm," May 15 (CBS, 7:30 p.m.)

GRACE MARENE, on Barnes Opera House, today (WINS, 11 a.m.)

HELEN JEPSON, on "Magic Key", May 23 (NBC-Blue, 2 p.m.)

EDWARD G. ROBINSON, on Stud-ebacker Show, May 23 (NBC-Blue, 10 p.m.)

BERT SWOR and LOU LUBIN, on Al Pearce program, May 25 (CBS, 9 p.m.)

SID SILVERS, on Jack Oakie program, May 18 (CBS, 9:30 p.m.)

ANN JAMISON of "Hollywood Hotel" program signed through Pete de Lima of Small-Landau agency for Rubinoff show, May 23 (CBS, 6:30 p.m.)

DEL CASINO, on Phil Baker program, May 16 (CBS, 7:30 p.m.)

WNEW Shifts Brooks

Richard Brooks, WNEW commentator now airing daily for Fairbanks-Morse Conservador, will shift from his present 7 p.m. spot to 7:45-8 p.m. Monday. WNEW is also contemplating a new news feature to be aired at midnight with Brooks handling the broadcasts.

KANSAS CITY

Ivan Flanery, formerly at KXBY, is now announcing for WIBW, Topeka. His wife, who aired here as Elaine Deane, went with him.

Lee Roberts, KCMO announcer, motoring to Detroit on vacation. Arthur Ellison will have charge of the dramatic department in his absence.

Jack Starr, KMBC sports announcer, planned to California for two-week vacation.

Al Stein, gag man, and Gene Thirnton, commercial artists, who produced a radio advertising cartoon, "On the Nose," for use in local newspapers by WHB, have incorporated as Superior Features to syndicate the feature.

Anne Campbell Straight, WHB office manager, has resigned effective May 15. Pearl Wise, formerly in agency work, is taking over her duties.

JERRY COOPER

HOLLYWOOD HOTEL
CBS

FRIDAYS 9 P. M. EDST.

MANAGEMENT
COLUMBIA ARTISTS, INC.

☆ "Quotes" ☆

LEE WILEY: "There is one good bet that the movie moguls are over-looking. Why not take pictures of an entire radio broadcast and release it as a short subject? Shows emanating in the East would be unreelod on the West Coast and vice versa. This procedure would save the studios money and help sponsors defray the expense of their airings. Radio programs are about evenly divided at present between New York and Hollywood. I believe, however, that the Hollywood situation won't last and that during the next few months many of the shows currently heard from there will once more come back to New York."

MARIO BRAGGIOTTI: "At every hand we read how this or that orchestra leader rose from obscurity as a miner, farmer, office boy or elevator operator, until it seems that before a bandleader can achieve prominence he must serve an apprenticeship in some trade. Vastly in the majority are leaders whose entire lives have been linked with things musical. There's Enoch Light, the Melody Magician, Leo Reisman, Xavier Cugat, Rudy Vallee, Dave Rubinoff, Emery Deutsch and a host of others."

PICK and PAT: "The airways are always full of pleas for novelty. We have a suggestion for a program that would be different, to say the least. One of the networks should corral the leading comedians and have them swap scripts for one gala novelty airing. Imagine Milton Berle asking 'Vas You Dere?' or Jack Pearl assassinating 'Today I am a Man'. Fred Allen would complicate things by looking for a lost brother while Gracie Allen spied about 'Town Hall Tonight'. And Jack Benny could take a try at 'Who's Excited?' while Judge Hugo Strait played 'The Bee'. We think it would be fun."

LOUISE MASSEY: "With the Westerners I have been making a tour of the country's leading theaters and have found that a radio reputation does a great deal to enhance your popularity at the box office. Before going on the air we were a

ONE MINUTE INTERVIEW

ROSALINE GREENE

"Of course I consider it strange that there are not more women announcers on the air. More than 90 per cent of all the programs are directed toward women. It is logical to assume that they be addressed by one of their own kind. Yet not one of the networks maintains a woman announcer. It is one of the mysteries of radio. There are lots of women available with smooth, well modulated voices who would do credit to any program."

Can't Escape From It

Kansas City, Kan. — Needing a rest after much overwork caused by unusually good business induced through his Noon Hour Clock program on KCKN, Clarence Falconer, owner of Falconer Furniture Co., drove to Excelsior Springs for a few days' relaxation and golf. He arrived just at noon and as he stepped in the Hotel he heard the Falconer Noon Hour Clock program tuned in in the lobby. He hurried to the golf course and there in the Club House, again the Falconer Noon Hour Clock program was tuned in.

The next day at luncheon in the hotel dining room the same thing—Falconer Noon Hour Clock program—was tuned in. Clarence enjoys listening to his program, but since he was trying to forget business entirely for a few days, he asked the maitre d'hotel if he would please tune in some other program. The maitre d'hotel politely refused. Falconer explained impatiently that he was Clarence Falconer, that it was his program, and that he wanted it tuned out. The maitre d'hotel responded stiffly, "Sorry, Mr. Falconer, that program has been tuned in here every day at noon for months. We wouldn't tune it out for you or anybody else."

The noon hour clock was conceived three years ago by Ellis Atteberry, present KCKN station manager, and Clarence Falconer, and has been on the air daily, consecutively, under Falconer sponsorship since that time. Announcer Evan Fry's personality has contributed a lot to the success of the program.

SAN FRANCISCO

Pat Kelly, KFRC publicity man, flew back to town after driving down to Hollywood recently with Bill Holmes, radio editor of Oakland "Post-Enquirer."

KJBS takes on Dick Wynne, ex-KYA, and Vann Connors, formerly of KFBK, Sacramento, as announcers. Lloyd Yoder, NBC public relations chief, doing his annual two weeks of required training at the Presidio. He's a lieutenant in the Naval Reserve Corps.

KYA's new "Parade of Melody" program on the Orange network Fridays at 7:30 features only hit melodies of 15 and 25 years ago. Walter Rudolph's studio ork brushes the dust away.

Betty Jane Holman, concert pianist with symphony orchestras throughout the country, ex-Paul Whiteman protege, does four days at Oakland "Roosevelt" theater starting tomorrow.

successful stage group but we never caused SRO signs to go up. However, since contributing to the kilocycle scheme of things we have found that we attract audiences who would never have thought of coming to see our act if they hadn't tuned us in via the airwaves. As a result, we are making more money, and that's what really counts."

ABE LYMAN: "Musicians have much to thank for radio, but the orchestra leader particularly has benefited by it. The microphone has made a personality out of a maestro and by allowing him a speaking voice in the matter, it has made him much more than just a fellow who waves a stick. This development has placed him in greater demand for personal appearances and has, in itself, brought the public closer to the man behind the music."

ROBERT EMMET DOLAN: "Conducting a program featuring guest stars, like the Saturday Night Party, has proved to me that all the talk about the temperament of certain stars is so much nonsense. I have yet to meet one instance of so-called temperament in any of the celebrities

BALTIMORE

J. Thomas Lyons, executive v.p. of WCAO, was toastmaster at a dinner in honor of Harry O. Levin, new Public Service Commission member.

A 10:30 p.m. daily airing of Pimlico highlights, as recorded during the races by Tommy Daly, is being offered by WFBR.

John Adamy is in charge of the mike for the Ice Publicity Committee's periods on WCAO.

"Moonbeams" disk series is being sponsored by Walter Lears & Sons (the Sleepshop) over WBAL, while "Ace Williams" is a Schmidt Baking Co. series on WCBM.

Bill O'Toole, dean of WCAO announcers, is taking up golf but complains that someone keeps moving the holes.

we have led to the microphone. As a rule, they are only too glad to cooperate and make things as easy as possible for everyone. The bigger they are, the easier they are to get along with."

ENOCH LIGHT: "Many persons close to radio fear that the wholesale introduction of recorded music, and even recorded programs, will lead soon to a complete banishment of flesh and blood performances. That isn't so. What everybody seems to forget is that television is directly in the offing. And television will demand the appearance of artists at the mike!"

RUBINOFF: "The trouble with music today, swing or otherwise, is that there is too much 'noodling' around with it. Even though you don't want music too monotonous, you must change the keys once in awhile, but that does not license a musician to so completely change the composition that you do not recognize it in any form. The melodies of the old masters need not be changed, but it is possible to do something to the arrangements to bring them up-to-date."

Viewpoints

Radio Brings Changes In Advertising Agencies

"The development of advertising agencies with the ascendancy of radio is one of the best illustrations of efficiency in entertainment field enterprise.

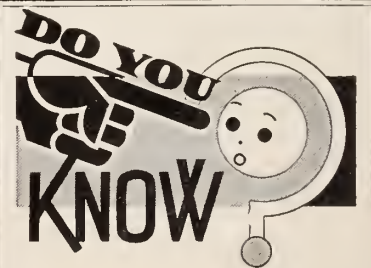
"Not so many years ago the agencies were confronted with a new problem. Advertising clients were beginning to demand radio as a new medium to be used in conjunction with other outlets to the public. The chain radio systems were developing artist bureaus, production departments, sound effects equipment and statistical surveys. The agencies had to go to the radio stations for talent, scripts and show ideas.

"Within the short period of a few years, the picture has changed greatly. The bigger agencies have artists signed for long terms, they have taken many of the better announcers, engineers, script men and executives from their jobs with radio stations and tied them to contracts to work exclusively for one particular agency.

"Today, if a client breathes a word about some sort of an air show, the agency can get up a musical show for audition within a week or less and a script show within a fortnight—all conceived and executed in its own offices."—RAY HEATHERTON.

Commercials Justified By Quality Programs

"Commercial announcements have come in for a lot of criticism from listeners but if they knew the situation in other countries, as far as broadcasting is concerned, these same listeners would undoubtedly stop their complaints. In England, for instance, artists are poorly paid, if at all, because of sponsorship absence and the entertainment lacks lustre. Germany, Russia and Italy fill their air schedules with government propaganda. In America the best of the world's artists are available on radio because they are paid well by sponsors whose main intent is to advertise their products. So, the commercial announcements are really responsible for good listening."—SEDDLEY BROWN.



Radio receivers are being bought in this country currently at the rate of 28 sets per minute.



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 68

NEW YORK, N. Y., FRIDAY, MAY 14, 1937

FIVE CENTS

FCC to Report on Tax Bill

MAXEY TO MANAGE WRTD WITH JUNE 27 OPENING

Richmond—Ovelton Maxey, sales manager of WBTM, Danville, Va., has been appointed resident manager of WRTD, new local station to be owned and operated by the Richmond Times-Dispatch, with opening scheduled for June 27. Maxey also was at one time associated with WCHV, Charlottesville; WTBO, Cumberland, WMCA, New York, and Joseph McGillivra.

David Bain, formerly with WTAL, Tallahassee, Florida, has arrived to join the technical staff of the new station.

Campbell Arnoux, general manager
(Continued on Page 3)

Fibber McGee Program Renewed for 52 Weeks

S. C. Johnson & Son Inc., Racine, Wis. (floor wax) has signed a 52-week time renewal for the "Fibber McGee and Molly" program now on 51 NBC-Red network stations, Mondays, 9-9:30 p.m., effective July 5. Needham, Lewis & Brorby Inc., Chicago, has the account.

Delegation Attending KXBY Studio Opening

Frank Conrad of McCann-Erickson, Murray Carpenter of Compton Advertising Agency, Charles Ayres of Ruthrauff & Ryan, and Earle Bachman and Pete Wassser of Furgason & Aston are leaving today by plane for Kansas City to attend the opening of the new KXBY studios in the Fidelity Building. Sil Aston of the Chicago office of Furgason & Aston are leaving today by plane for Kansas City to attend the opening of the new KXBY studios in the Fidelity Building. Sil Aston of the Chicago office of Furgason & Aston are leaving today by plane for Kansas City to attend the opening of the new KXBY studios in the Fidelity Building.

Heart to Heart

Colorado Springs—Station problems, letters of praise or criticism, suggestions as to betterment of local programs, news of behind-the-mike interest to listeners, are discussed on the air each Monday morning at 11 o'clock on KVOR. The program, titled "Sincerely, KVOR" features Hugh B. Terry, station manager, and Wauhilla LaHay, program director.

NBC Alarm Clock

First public demonstration of a new waker-upper will be broadcast over WEAJ at 7:30 a.m. Wednesday when a contraption invented by Robert M. Hess, Columbia University senior, is put on the air. Bells, guns and pails of water are part of the home-made alarm clock system. An NBC announcer will be at the inventor's bedside to interview him after being awakened by the gadget—if it works.

SHEAFFER PEN SERIES SET FOR 59 STATIONS

W. A. Sheaffer Pen Co., Fort Madison, Ia., will use daily spot announcements over 59 stations during the week of May 24-29. Date is the annual observance of National Pen Inspection Week. McJunkin Advertising Company, Chicago, is handling the account.

Clark Dennis Signed For Lanny Ross Spot

General Foods, through Benton & Bowles, yesterday signed Clark Dennis, young Chicago tenor, to a three-year exclusive contract. Dennis will assume the role to be vacated by Lanny Ross when the Showboat moves to the west coast July 8. The signing of Dennis completes the cast of the new series with the exception of a band. Al Goodman, currently directing the musical end of the program, will be unable to make the switch due to previous commercial

(Continued on Page 3)

Asks \$100,000 in Damages For Use of Name in Broadcast

English Derby Running Will Be Aired by NBC

The running of the English Derby at Epsom Downs, England, on June 2, will be broadcast over the NBC-Blue network at 9:45-10:15 a.m. Program will be short waved from London through the BBC.

House Committee Hearings on Measure Calling for Wattage Levy Are Expected to Start Soon

REPORT I.A.T.S.E. MAY ORGANIZE RADIO

Rumors to the effect that the I. A. T. S. E. would take a hand in organizing certain branches of the radio field, such as the technicians, gained some official status yesterday when George E. Browne, president, said his organization would begin a drive shortly to organize radio. Browne, who was leaving for the coast, also stated that a number of radio groups had applied for I.A.T.S.E. affiliation.

It is understood that the camera angle in television would automatically give the I.A.T.S.E. jurisdiction over some of the technicians at least.

Chattanooga Times Asks Permit for New Station

Washington Bureau, RADIO DAILY

Washington—Chattanooga Times yesterday filed application with the FCC for permit to construct and operate a radio station on a frequency of 1,120 kc. with 500 watts night and 1,000 watts day, unlimited time. Call letters requested are WASO, the "ASO" being initials of the late Adolph S. Ochs, publisher.

Washington Bureau, RADIO DAILY
Washington—Federal Communications Commission experts, including members of the broadcast division, have almost completed their study of the proposed radio tax bill presented by Congressman Boylan, and expect to make a report to the House Ways and Means Committee in two or three weeks, RADIO DAILY learned yesterday from Commissioner George Henry Payne, at whose behest the bill was drawn up.

Hearings on the measure, which would tax stations on a wattage basis, are expected to be held in a short time.

3 COPYRIGHT BILLS MAY BE CONSOLIDATED

Washington Bureau, RADIO DAILY
Washington—Indications that entirely new copyright legislation may be introduced shortly came yesterday when Senator F. Ryan Duffy (Dem., Wis.) disclosed that a group of experts are now at work analyzing the Sheppard, Guffy and his own copyright measures with a view to consolidating all three into one uniform measure.

"I have every reason to believe that

(Continued on Page 3)

Neb. Passes Ascaph Bill; Texas Measure Held Up

Lincoln, Neb.—State legislature yesterday passed the so-called anti-Ascaph measure aimed at collection

(Continued on Page 3)

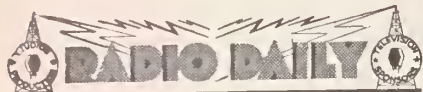
Little Ironies

Bridgeport—The Bridgeport Medical Society has been presenting a program along health lines over WICC.

Final broadcast of the series, scheduled a few days ago, had to be cancelled on short notice.

Reason for calling off the broadcast was the last-minute illness of one of the members of the program.

(Continued on Page 3)



(Registered U.S. Patent Office)

Vol. 1, No. 68 Fri., May 14, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk and Verne Bailey, 6425 Hollywood Blvd. Phone Granite 6607. Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

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FINANCIAL

(Thursday, May 13)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	165	163	164½	— 1¼
Crosley Radio	19¼	19	19	— ¾
Gen. Electric	51¾	50	50	— 2
North American	23½	22½	23	— 5/8
RCA Common	9	8½	8¾	— ¼
RCA First Pfd.	68½	66½	66½	— 1½
RCA \$5 Pfd. B.	(87½ Bid)			
Stewart Warner	18½	17½	17½	— 5/8
Zenith Radio	35	33½	33½	— 2¼
NEW YORK CURB EXCHANGE				
Hazeltine Corp.	157½	157½	157½	— ½
Majestic				
Nat. Union Radio	2¼	2¼	2¼	— 1/8

OVER THE COUNTER

	Bid	Asked
CBS A	53½	55
CBS B	52¾	54¼
Stromberg Carlson	13½	14½

Merrill's Return Hop Is Broadcast by NBC

NBC special events department yesterday had an exclusive broadcast of the take-off of the Dick Merrill return flight to the U. S. Merrill was heard over the NBC-Blue network from 4-4:15 p.m., from Southampton, England. Plane is carrying newsreels of the Coronation.

WOR, as it did when Merrill flew to London earlier in the week, was on the air all night contacting the plane. Dave Driscoll was the announcer.

NBC plans an exclusive coverage of the Merrill landing at Newark airport and WOR also claims that it will cover the flight's end.

MARTIN BLOCK'S "Make-Believe Ballroom"

A WNEW FEATURE
1250 Kc.

10 TO 11 A. M. ☐ 6 TO 7:30 P. M.

Says Flood Proved Radio's Public Service

Washington Bureau, RADIO DAILY

Washington—Speaking before the annual convention of the American Red Cross, President Lenox R. Lohr of NBC declared that radio, by its sacrifices of revenue and by the effectiveness and speed of the coordination of its various components to bring aid to the sufferers of the Ohio Valley floods earlier this year, provided ample proof that it "has its feet firmly placed on the rock of public service."

Lohr lauded the work of the Red Cross. Others who spoke included Will H. Hays of the films and Frank Noyes, AP president.

Novel Stunt Staged For Tampa Adv. Club

Tampa—Tampa Ad. Club members in their weekly radio program were treated to something novel and unexpected, when they assigned the program to the membership representing Tampa's radio stations. W. Walter Tison, general manager of WFLA, and George Seargent, sales manager of WDAE, jointly put on the program in the form of an electrical transcription cutting demonstration.

WFLA installed its portable cutting machine with suitable Nemo equipment to carry a microphone over entire luncheon table. Each Ad Clubber had to give his name and business, and was invited to say something funny. The mike-cord was pushed over table at rapid pace and the nearly one hundred members present took a full ten minutes for introductions. After the recording was finished the platter was played back for the benefit of the participants so they could hear themselves as others hear them. Concluding the cutting demonstrations there were remarks by Tison, who gave some illuminating hi-lights on transcriptions and their adaptability to present day radio and the open question forum for educational purposes.

English Tele Survey

West Coast Bureau, RADIO DAILY

Hollywood—Completion of a survey of television developments in England, was announced yesterday by Carl Dreher, chairman of the Academy Research Council Scientific Committee. The results will be included in a report on tele in connection with motion picture production which is now in preparation by the committee.

NBC Saturdays Off

NBC personnel will have Saturdays off beginning Decoration Day and ending Labor Day. A skeleton staff will be maintained, however, on Saturdays. The order does not make it clear whether the order affects the Decoration Day week-end.

Blair Named KFEL Rep

Denver—John Blair & Co. has been appointed national representative for KFEL. Appointment was made when John Blair was here and conferred with Frank Bishop and Gene O'Fallon, owners of the station. KFEL will continue as an affiliate of Trans-American.

WBAL is Feeding NBC 3 Preakness Programs

Baltimore—Trainers and jockeys, including Charlie Kurtsinger, who will again be astride War Admiral, winner of the Kentucky Derby last week, will be interviewed by Clem McCarthy, NBC turf authority and commentator, and Alfred Gwynne Vanderbilt, chairman of the Preakness Committee, over WBAL this evening at 9:30. The program, with WBAL acting as key station, will be fed to the NBC-Blue network. Tomorrow, the 45th annual running of Maryland's historic Preakness will be described by McCarthy. This broadcast will also be fed to the network at 5:15-5:45 p.m., followed by a broadcast of the Preakness Ball at 11 p.m.

Three-Way Tieup Made On Miami Contest Show

Norfolk—A three-way tieup deal has been completed by Travis Barnes, WTAR salesman, embracing the station, the Cuthrell Co. as local sponsors, and the City of Miami, Fla. Offer came to him to broadcast six contest programs exploiting Miami, and offer two all-expense trips from Norfolk as prizes. Cuthrell came in on the proposition, and now Barnes himself is airing the program once weekly.

Air Features Moving

Air Features Inc., radio production firm, within the next week will move its headquarters to the ninth floor of 247 Park Ave. Concern, headed by James Sauter, produces a number of Blackett-Sample-Hummert radio shows and the new quarters, located on same floor as B-S-H, will be more handy for personnel of both organizations. Present address of Air Features at 630 Fifth Ave. will be retained for part of the staff, with Sauter and all writers and producers located at the new address.

Patents and Trademarks

Protect your most valuable assets. Expert service. Prompt attention.

Write
LESTER L. SARGENT
Registered Patent Attorney
1115-K St., N. W., Washington, D. C.

COMING and GOING

CHRIS ROBBINS arrives today from New Orleans to visit his wife and daughter, June, who is vocalist with Gus Arnheim's band.

MARVIN KIRSCH, Business Manager of RADIO DAILY, left last night for Boston.

EILEEN STANLEY sails today on the Ile de France for London.

JIM PATE, manager of WACO, Waco, Tex., is in town and will leave for home Sunday.

ETHEL MANNERS is en route to New York from Hollywood to visit her son, Zeke.

IRVING PARKER of the west coast office of Earle Ferris, who has been in New York conferring with the main office on expansion plans, left last night for Hollywood.

CAB CALLOWAY will be in Indianapolis July 4 to play at the Lyric Theater there.

GUY LOMBARDO returns to New York on Sunday morning from Philadelphia, where he played a week's engagement.

BIDE DUDLEY leaves for Hollywood tomorrow and will be gone four weeks.

KAY KYSER will appear in St. Louis for his airing Sunday, coming from an engagement in Memphis.

PAUL LOYET, technical director of Central Broadcasting Co., owner of WHO, Des Moines, who has been in New York for the radio engineers' convention, will stop off in Washington for a few days en route home.

TOM RILEY, NBC press, leaves today for New Bedford, Mass., on a two-week vacation.

JAMES SAUTER, president of Air Features Inc., in Washington today supervising CBS coop bank broadcast tonight.

JOHN RUNYON, KRLD (Dallas) manager, is in town.

FLORENCE GOLDEN, radio actress, and her husband, DON BECKER, production man, are in New York after a stay on the coast.

MARTIN W. SPECTOR returned to New York last night after a one week business trip to Miami.

EMIL COLEMAN and band go to Orange County, New Jersey, tomorrow for a special performance.

Opens Agency to Handle Foreign Language Adv'g

Norman B. Furman has started a new foreign language radio advertising agency with headquarters at 505 Fifth Ave. Firm name is Norman B. Furman Inc.

Motorboat Marathon on WINS

Tenth Annual William Randolph Hearst Albany to New York Motorboat Marathon will be aired over WINS at 11:30-1:30 p.m. Sunday.

"BARON MUNCHAUSEN"

JACK PEARL

RALEIGH and
KOOL CIGARETTES

WJZ-10 P. M. E.S.T.—Friday
NBC Network

Dir.: A. & S. LYONS, Inc.

THREE COPYRIGHT BILLS MAY BE CONSOLIDATED

(Continued from Page 1)

we can and will settle the copyright question this session," Duffy told RADIO DAILY. He said the idea was proposed during an executive session, and it is expected a report on all three bills with proposed consolidation plan will be presented to the committee in a month.

Asks \$100,000 Damages Because Name Was Used

(Continued from Page 1)

magazine, and she subsequently showed him a script in dramatized form pertaining to ambulance chasing and fee-splitting by doctors. He avers that he gave his views on the matters in question, but specifically requested that his name not be mentioned in connection with the broadcast.

On the broadcast in question, his name was used several times, and as a result Dr. Hayes sets forth that he has been held up to ridicule by both his physician associates and patients.

Arthur Garfield Hays, attorney for Dr. Hayes, is today filing a motion to have the defendants examined before trial. The motion if granted, is expected to result in a full bill of complaint being filed by the plaintiff.

Clark Dennis Signed For Lanny Ross Spot

(Continued from Page 1)

commitments. Herschel Williams, agency production head of the show, has attempted to sign a west coast band during his stay there, but to date nothing definite has happened. Ross, who leaves the show July 1 after six years, goes to Hollywood to fulfill a picture contract, then returns east and to radio in the fall.

Gets Indianapolis Races

Mutual Broadcasting System will take the Indianapolis Speedway races on Memorial Day from WLW, one broadcast being at 11:45 a.m. for half hour and the other at 4:30-5 p.m. WLW will also feed the program to its "Line" heard in New York on WHN. Station WOR will air the programs in New York for Mutual.

Race description, etc., will be done by Joseph Ries and Paul Sullivan.

Stand By for a Radio Flash

You're a Hit!

FULL DANCE ORCHESTRATION—50c
WHITNEY BLAKE MUSIC PUB.
1585 Broadway New York City

NEW PROGRAMS—IDEAS

Nut Shows for Hospitals

Because a large portion of KVOR's best fan mail comes from patients in Colorado Springs' sanatoria, KVOR is paying back a debt of gratitude by making a weekly appearance at local hospitals and sans with an especially written 45-minute show. The show, tops in foolishness, is called "Dokes Violent Varieties" and was written by Wauhila LaHay, KVOR's program director.

Hugh B. Terry, station manager, opens the show with a curtain speech about radio sales—how they're made—and the follow-up. He explains briefly that the show is supposed to be crazy! Dudley Tichenor and Tommy Loritz, KVOR salesmen, assisted by Anita Perry, office manager, put on a short skit which concerns the selling of Dominicus David Drizzle-Puss Dokes, maker of Dokes Dunkless Do-Nuts, a radio program.

First Dokes program given shows what happens when a sponsor wants too much talent and too many commercials. Acts are cut short for long sales talks. Second program, still very silly, shows what the production department of KVOR would do to the program.

Featured artists are the Pike's Peak Melodeers, male quartet; Henry B. Parsons, news commentator; Smoky and His Rocky Mountain Ramblers, cowhand unit; Lois Flinn, pianist; Billy Sheehan, crooner; Miss LaHay, with news for feminine listeners; and two staff announcers, Bob Harris and Arbor Fuller.

Over ten shows are planned in all, and judging from phone calls and letters, KVOR will respond to requests to repeat the show on the air.

Birthday Party

WMBH, Joplin, Mo., is presenting a birthday party for the local Dr. Pepper Bottling Works, a 13-week program every Saturday morning. Youngsters from 1 to 12 years old who have had birthdays during the previous week are invited. Each receives a cake with his name on it—if he accepted the invitation in time—and also a ticket entitling him to a cold bottle of Dr. Pepper. The youngster rings his age on a bell and calls hello to someone over the microphone—if he can be induced to do that. Most of them can.

Program brings about 35 youngsters to the WMBH studios every Saturday morning. A Dr. Pepper man reads the commercial and helps Miss Vivien Rue of the station staff handle the youngsters' party.

WWRL Screen Parade

Woodside, N. Y.—The Queens Screen Reporter, heard every Tuesday at 11 a.m., gives previews of pictures being shown in local theaters, latest Hollywood news flashes, and some interesting chatter about movie stars.

News from Old Files

"Memory Lane", featuring local news of 10 to 50 years ago taken from files of the old Star and the Star-Telegram, has made a hit on KFJZ, Fort Worth, Tex. Program is heard on Sunday afternoons, and on Tuesday, Wednesday, Thursday and Friday evenings, sponsored by Ellison Furniture & Carpet Co.

History Musically Dramatized

Under the direction of Wm. Foulis, of stage experience, KLZ, Denver, is presenting a half hour of "Velvet Violins", featuring the Ruth Skelly Bellows violin unit and dramatizing some highlights of history that can be tied in to a music theme. Bob Bradley is doing the vocals, with Wesley Battersea announcing.

Local Industry Talks

A series of talks on New Haven industries is being presented by Robert Lancraft, head of Chamber of Commerce retail division, on WELI, New Haven. The retail authority also conducts the WBY New Haven Chamber of Commerce of the Air.

Graduation Time Tieup

WMBH, Joplin, Mo., has arranged interview broadcasts with the ten high ranking senior high school students, sponsored by the Reeves Jewelry Company—graduation gifts tie-in. Five boys and five girls are interviewed, one each day. The boys who are interviewed are given good pencils; the girls are given good compacts. Parent and school interest very high.

Industrial Series

Sponsored by the Kansas City (Kan.) Junior Chamber of Commerce, a series of special industrial broadcasts has been inaugurated over KCKN.

Whiteman for Chi Palace

Paul Whiteman and his orchestra has been booked for the Palace, Chicago, week of June 5. Booking set by Charles E. Green of Consolidated Radio Artists, Inc.

CRA also booked Lou Breese and orchestra for the French Casino, New York, opening Sept. 1, for 45 weeks. Band is now at the Casino Parisienne, Chicago. Whiteman band will go to Texas after Chicago engagement.

New CBS Librarian

Miss D. C. Mitchell succeeds Elizabeth Stevens, resigned, as CBS sales promotion librarian. She formerly was with The Texas Co. and Arbuckle Coffee Co.

RECORDINGS

Productions — Transcriptions

Sound Reproductions Corp.

17 West 46th St.
New York City

Telephone
BR 9-8265

MAXEY TO MANAGE WRTD WITH JUNE 27 OPENING

(Continued from Page 1)

of WTAR, will have general executive supervision of WRTD in addition to his duties as head of the Norfolk station.

Studios and transmitting plant for WRTD are being rushed to completion in order to be ready for the opening. The transmitter will be located on Belle Isle in the James River, almost in the geographical center of Richmond. A half wave tubular copper bearing steel antenna 328 feet high will be used, with RCA high fidelity equipment all the way from microphone to transmitter. Luxurious pent house studios and offices are being constructed on the roof of the State Planters' Bank Building. WRTD will carry the NBC-Blue network programs.

Neb. Passes Ascap Bill; Texas Measure Held Up

(Continued from Page 1)

of performing rights fees within the state, similar to those passed in Washington and Montana.

Austin, Tex. The anti-Ascap measure pending in the state legislature again failed to get favorable consideration. The state bill, No. 468, which was introduced on April 13 by Rep. Sulak of Schulenburg, 15th district, remains for the time being with the judiciary committee.

Delegation Attending KXBY Studio Opening

(Continued from Page 1)

Aston is also flying to K. C. with a party of Chicago radio and advertising executives, and will be in New York late Sunday.

Clem McCarthy for Shorts

Clem McCarthy, NBC sports announcer, has been signed by Warner Brothers for 13 Vitaphone sport shorts during 1937 and 1938. McCarthy will write, announce and act in the shorts, which will be filmed at the Vitaphone studios in Brooklyn. First 2 scheduled to be released June 4 and June 24.

THE SONGBIRD OF THE SOUTH

KATE
SMITH

A & P BANDWAGON

THURSDAYS

CBS NETWORK 8-9 P.M., E.S.T.

EXCL. MANAGEMENT TED COLLINS

GUEST-ING

BEATRICE HOWELL, booked by Central Artists Bureau on Fred Allen program, April 19 (NBC-Red, 9 p.m.).

MAURICE EVANS and MICHAEL STRANGE, on Sealtest Saturday Night Party, tomorrow (NBC-Red, 8 p.m.).

EDDIE GARR, on Joe Cook Shell Show, tomorrow (NBC-Red, 9:30 p.m.).

GALE SONDERGAARD, interviewed by Radie Harris, tonight (WHN, 8 p.m.).

KATHRYN MEISLE, on Ford Sunday Evening Hour, May 23 (CBS, 9 p.m.).

JIMMY DURANTE and SYBIL JASON, on Sealtest's first Sunday Night Party, May 23 (NBC-Red, 10 p.m.).

COLONEL HUBERT FAUNTLE-ROY JULIAN, colored aviator, on Robert L. Ripley program, May 16 (NBC-Blue, 7:30 p.m.).

MARION CLAIRE singing a new Oscar Strauss song on Rubinoff show, May 16 (CBS, 6:30 p.m.).

MADELAINE d'AVEZZO and HUBERT HENRY on Concert Hall program, May 18 (CBS, 3:30 p.m.).

MILTON HERTH, swing harpist, on premiere of Noxzema series, tonight (CBS, 7:30 p.m.).

WDAF Live Talent Show

WDAF, Kansas City: Harry Kaufman, program director established some kind of a record when he conducted a new live talent show, The Katz School of the Air, through all the stages from conception to final sale to the sponsor in less than 18 hours. . . Ellis De Long, who entered radio some years ago as a singer on WDAF, has returned as a character actor after spending three years at WOQ as an announcer. . . Mary Craig French, soprano in the New-comer quartet, is in California for a three-week vacation. Katherine Hinkle is substituting.

Acme Lead to Recess

Acme White Lead & Color Works, Detroit (paints) on July 4 will sign off the air for the summer, returning to the air Aug. 29 over the same basic NBC-Red network, Sundays, 5:30-6 p.m. Program features Smiling Ed McConnell, Larry Larson and Palmer Clark's orchestra. Henri, Hurst & McDonald Inc., Chicago, has the account.

K. C. Boy Scout Round-up

A series of studio programs publicizing the Kansas City (Kas.) Boy Scout Jamboree on Monday night was presented this week by KCKN. Station also aired the Kansas City (Mo.) Boy Scout Round-up last week.

San Antonio Sweetheart on Air

Olive Henderson (San Antonio Sweetheart No. 1), selected in a Chamber of Commerce contest to compete for the featured role in Casa Manana at Frontier Fiesta, was presented over KMCA.



● ● ● Johnny Green with his orchestra and Conrad Thibault will headline that auto commercial throughout the summer starting June 8—and will be an HOUR show. . . Phil Baker leaves the air June 27, returning Oct. 3. . . Fibber McGee's time changes June 7 and he will be spotted opposite Burns and Allen. . . Harry Hershfield is set for a WOR commercial starting June 11. . . Ernie Watson was forced to turn down another commercial show last week because his sponsor, Shell, demands exclusive service. . . That fellow struttin' down Hollywood Bull-varde these days in a bright canary-yellow sweater—is not Jack Oakie—but Jerry Cooper! . . . NBC, CBS, Mutual and WMCA will send representative teams to Rivervale next Friday to compete in a golf tournament. . . Gertrude Berg is at present co-directing Bobby Breen's flicker with Kurt Neuman. . . Johnny Messner's vocalist at the McAlpin will be Jean D'Arcy of Brooklyn. . . George B. Evans is sporting a new red roadster. . . This week's Pilot Award will go to Alfred Wallenstein.

● ● ● Brewster Morgan relates this about Bill Lewis. . . The CBS exec had gone for the nags down at the Kentucky Derby and was at the point of swearing off. . . Some one had suggested the bow-wows as a means to recoup a small fortune. . . Bill hemmed and hawed about taking another fling—as he studied the dope sheet. . . He noticed a dog named "Bethel" running that day—and inasmuch as "Bethel" is the name of CBS's music head (Fred), Bill figured he couldn't be crossed, so he placed the roll on the dog. . . (Betcha you expect that Bill lost again!) . . . Well, "Bethel" WON and Bill was more than even! . . . (Never jump ahead of OUR stories!).

● ● ● "By United Press" (now on a record and being offered to sponsors) is Eddie Byron's work for U. P. . . Show is take-off on "March of Time" but instead of dramatizing five or more episodes on each airing, this program takes one happening such as the Race for Re-Armament and turns back the pages of history to Biblical times, explaining the reasons for the various changes on that ONE subject and how Time has affected the make-up. . . Harry Salter conducted the large ork for the audition. . . Here's an interesting note about the audition: Eric Rolfe, an actor, impersonated FDR and when he concluded, EVEN the musicians dropped their instruments to applaud his effort. . . Fred W. Ayer has rejoined the commercial staff of WIRE, Indianapolis. . . Mary Small will remain at the Paramount SIX weeks, even though the pictures will change weekly. . . Paul Whiteman returns to the Frontier Fiesta at Forth Worth on June 26. . . Ralph Wonders is entertaining the people of the Cleveland Exposition in town this week.

● ● ● The (Al) McCosker-(Harry) Hershfield Cardiac Foundation is coming along fast. . . Their aim is to take care of poor invalids' social activities while confined. . . Art Miller, CBSlinger, was married the other day to Helen Jackson of the Kay Thompson choir. . . Sue Mitchell, who appears on tomorrow's "Swing Session" has been signed by CBS on a sustainer. . . Leon & Eddie's fete Bob Hope and his air cast Sunday night. Why, we don't know! . . . Cahn and Chaplin, young song writers of "Shoe Shine Boy", "Dedicated to You", etc., have been signed by Warners and go west in July. . . Jack Kofoed has been renewed on his series of shorts for Columbia Pictures. . . The Oscar Shaw-Estelle Taylor record (which is in the hands of an agency now) may go on five times weekly.

AGENCIES

CASIMER-BEST INC. will move to larger quarters at 9 Rockefeller Plaza on Saturday. Increased volume of national business makes the move necessary.

PERRY BEAVER STRASSBURGER, formerly a member of the New York Stock Exchange, has been elected vice-president in charge of public relations of Kelsey, Pickering & Co., Inc., advertising agency.

Charles Pannill Honored

Charles J. Pannill, president of Radiomarine Corp. of America, a Fellow in the Institute of Radio Engineers and a member of the Society of Naval Architects and Marine Engineers, was awarded the medal of Chevalier de l'Ordre de Leopold by H. M. the King of the Belgians in an informal ceremony in the RCA Building yesterday. The award was made by decree of King Leopold in recognition of Pannill's long continued activities in the promotion of efficient radio communication at sea.

Magic Key from Philly

Philadelphia—Return of the Philadelphia Symphony Orchestra from its 1937 RCA-Victor sponsored trans-continental tour will be marked in a special program of the Magic Key of RCA featuring Helen Jepson on May 23, over the NBC-Blue network. The orchestra will be conducted by Charles O'Connell.

New Westinghouse Ad Head

S. D. Mahan has been named general advertising manager of Westinghouse Electric & Manufacturing Co. with supervision of all advertising and promotion of the company and its subsidiaries. His headquarters will be in Mansfield, O. Appointment becomes effective immediately.

"Masters of Music" on WHBL

"Masters of Music," featuring an informal discussion of renowned composers, is a new half-hour program being presented each Wednesday at 10:30 a.m. C.S.T. over WHBL, Sheboygan, Wis.

Viewpoints

Experience as Arranger Helps Orchestra Leader

"It is logical to believe that orchestra leaders who have had experience as arrangers produce the best music. Firstly, they understand the intricacies of an orchestration and secondly they can direct variations according to theories and ideas worked out during their years of experience. It is for this reason that so many band leaders permit their arrangers to rehearse the orchestra in songs they have scored. Having arranged or had something to do with writing the arrangement for a musical presentation gives the conductor a better "feel" and makes for better interpretation."—ERNE WATSON.

WITH THE ★ WOMEN ★

By ADELE ALLERHAND

JEAN DICKENSON, the NBC diva, auditioned for the Met powers-that-be on Wednesday.... Mary Small in the process of making history at the Paramount, to be held over with Ina Ray Hutton Melodears when they invade the theater a week from Wednesday.... She'll be air interviewed by Nellie Revell May 25.... Connie Boswell had fun shooting her scene in the Paramount flicker "Artists & Models" Tuesday.... The warbling zany, Aileen Stanley, sailing London-ward on the Ile de France today, to premiere at the Berkeley, May 24.... The Chez Paree revue in Chi will soon include Ruth Terry.... NBC is in possession of more than 500 requests for the Celia Caroline Cole recipe for physiological spring cleaning as recited by her on "It's a Woman's World" last week.... Joyce Duskin, Paradise paragon of pulchritude, to do a Cleopatra, floating down the Harlem River in a barge, with "Uncle Don," in his maritime character of Admiral of the Golden Jubilee Regatta, May 30....

The Rainbow Room's singing girl, Eleanor Sheridan, to guest-warble on Rudy Vallee's program two consecutive weeks, starting June 2.... Lou Rogers, cartoonist scribe, to inaugurate a new juvenile program over the NBC-Blue May 29, 'titled "Animal News Club".... Reed Kennedy, blond baritone of "Heinz Magazine of the Air," has bought Mrs. K. a new wedding ring, on account of he's been wearing hers for luck.... It's covered by one of more masculine design, complete with trap door and spring to release the talisman.... Kate Smith, Benay Venuta, Barbara Lamarr and Elinor Sherry to represent the distaff side at the River Vale Radio Golf Tournament May 21.... Benay has had a week of considerable magnitude, with "Orchids Preferred" opening on Tuesday, and her new variety show starting over WOR on the Sabbath....

"Three Little Maids," the WINS femme, Gilbert & Sullivan-incanting triumvirate, consists of three damsels from three widely separated quarters of the globe..... Marian Cole to be interviewed, not interviewer, on Jean Holmes' WINS broadcast.... She'll expatiate on "Making Your Home Your Hobby".... Miriam Adelson, sec to Josef Creamer of WOR's sales promotion dept., made hers a Coronation Day betrothal....



"BROADWAY MELODY HOUR"

Borden (Horton and Reid ice cream)

WHN-WOR, Wednesdays, 8-8:30 p.m.

MODERATELY ENTERTAINING VARIETY MELANGE WITH JAY C. FLIPPEN AS M.C.

After about two years of airing over WHN, this program goes under Borden sponsorship in a WHN-WOR hookup with its regular cast plus a guest-star policy. Permanent members are, in addition to Jay C. Flippen as emcee, the blues-singing Ethel Sheppard, tenor Joe Martin, soprano Helen Yorke and Irving Aaronson's Commanders orchestra.

Guest for the opening show was Sid Gary, and he supplied the highlight with his singing of "Without a Song," followed by an encore, "Don't Love Again."

Flippen handles the program in an easy-going style, getting pretty good results from the material at hand. It's not a polished production, but has plenty of general entertainment value for the not too fastidious.

ORCHESTRAS - MUSIC

NYE MAYHEW and his lads open at New Rochelle's Glen Isle Casino the week of May 23. Their first broadcast, via WOR, May 27, will include Hal Kemp, in the capacity of guest.

Bill McCune and his ork, augmented by 2 violins and an accordion, will be aired over the WOR-Mutual network from the Hotel Bossert in Brooklyn, effective May 20.

Micky Alpert, erstwhile m.c., has organized a new band which will take musical command at Ben Marden's new Riviera the week of May 23. Spot will have a WOR-Mutual wire.

Paul Whiteman and the boys back at the Drake Hotel in Chi on Nov. 5.

Alex Hyde, batonist, has been received into Ascap, as a regular member. Mills, E. B. Marks, Joe Howard et al. have published his more recent tunes.

Maestro Griff Williams and his musicians are scheduled to go into the Chicago Aragon for the entire hot spell.

Sammy Kaye and his band, who are expected to make merry at Jenkinson's Pavilion, Pt. Pleasant, N. J., will be ethered via a WOR-Mutual wire, beginning June 20.

Batonist Glenn Miller and his

Helen Grey

Since making her WHN debut recently, Helen Grey has been spotted at a new time, 12:45-1 p.m. Mondays and Wednesdays, and she is inviting listeners to send in topics in which they are interested or about which they are troubled, whereupon she will offer her comments and philosophy. Program has perked up, as Miss Grey is an interesting talker with a fund of experience to draw upon, and her last Wednesday discussion on parents' handling of children was in the helpful line.

Dalton Brothers

Caught in several spots over the past week or so, including yesterday at 2:30 on CBS network, the Dalton Brothers sound like one of the better musical sentiment and nonsense groups. They can deliver amusing novelty numbers, heart ballads and other pop numbers with equal facility, and their occasional interpolated cross-fire is okay. In short, their stuff is well on the pleasurable side.

musicmakers to provide musical fare for the dancing crowd at Boston's Raynor on Saturday, with a Yankee network wire.

Stuff Smith and his Onyx Club Orchestra, now playing one-night stands for CRA, open at the Buffalo Silver Grill, June 2. The Buffalo engagement will be in the nature of a homecoming for "Stuff" since he was playing there when he was discovered by Charles E. Green, CRA's president, and brought to New York.

Maestro Russ Morgan and ork are set for two dates in Worcester, Mass., June 9-10.

George Hessberger and his Bavarian musical contingent, who appeared at Chicago's Century of Progress and last year's Cleveland Exposition, will play the Black Forest at Fort Worth, Texas, this summer.

Will Roland and his ork, featured at Pittsburgh's Schenley Hotel, are concentrating on the new Whitney Blake ditty, "You're a Hit", title of which Maestro Roland claims is prophetic.

Lew Brown and his Duke Blue Devils, collegiate unit from Duke University, will have an NBC wire when they open at the Playland Casino, Rye, N. Y., Saturday. They are winding up a series of middle west one-night stands.

NEW PATENTS

Radio and Television

Compiled by

John B. Brady, Attorney

Washington, D. C.

2,079,655—Radio Receiver. Nolke S. Mark-us and Maximilian J. O. Strutt, Eindhoven, Netherlands, assignors to N. V. Philips' Gloeilampenfabrieken.

2,079,657—Automatic Volume Control. Garrard Mountjoy and Stuart W. Seeley, Jackson, Michigan, assignors by mesne assignments, to RCA.

2,079,752—Radio Receiving Apparatus. Em-erick Toth, Flushing, N. Y., and William H. Cooper, Passaic, N. J., assignors to Pilot Radio Corp.

2,079,809—Electron Discharge Tube. Wilhelm E. Kuhle, Dietrich Prinz, and Felix Herriger, Berlin, Germany, assignors to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,079,884—Protected Grid. Russell H. Varian, San Francisco, California, assignor to Farnsworth Television Inc.

2,079,893—Method of Making Lamps and Tubes. George W. Bain and William S. Brian, Owensboro, Ky., assignors, by mesne assignments, to Ken-Rad Tube & Lamp Corp.

2,080,024—Filter. Raymond S. Yoder and Raymond E. Wood, Chicago, Ill., assignors to Galvin Mfg. Corp.

2,080,081—Multiplex Radio Communication. William A. Loth and Armand J. Givélet, Paris, France.

2,080,098—Electron Discharge Tube. Karl Steimer, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,080,115—Control System. Charles E. Dean, Bayside, N. Y., assignor to Hazeltine Corp.

2,080,128—High Frequency Superheterodyne Receiver. Gustave L. Grundmann, Westmont, N. J., assignor to RCA.

2,080,204—Method and Means for Controlling Tube Characteristics. Clarence W. Hansell, Rocky Point, N. Y., assignor to RCA.

2,080,235—Control Electrode for Gas-Filled Tubes. Henry M. Smith, Scotia, N. Y., assignor to General Electric Co.

2,080,281—Communication System. Win-field R. Krch, Deaware Township, N. J., assignor to RCA.

2,080,284—Thermionic Receiver. Erwin F. Lowry, Forest Hills, Wilkinsburg, Pa., assignor to Westinghouse Electric & Mfg. Co.

2,080,380—Circuit System for Electric Instantaneous Spot Welding. Ludwig Schiff, Berlin-Lichterfelde, Germany, assignor to Edward G. Budd Mfg. Co.

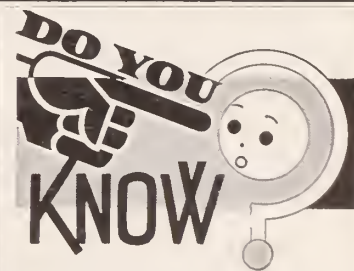
2,080,381—Process and Apparatus for Electric Instantaneous Spot Welding. Ludwig Schiff, Berlin-Lichterfelde, Germany, assignor to Edward G. Budd Mfg. Co.

Daughter to Jack Henry

Jack Henry, studio supervisor for WBRY in New Haven, is the father of a girl.

3 Marshalls at Joe Zelli's

The Three Marshalls, Peggy, Jack and Kay Marshall of radio-swing-harmony fame, have started a week's engagement at Joe Zelli's.



Approximately 52,370,000 radio sets are now in use throughout the world, including 24,500,000 in U. S. homes.

STATION-STUDIO
and
TRANSMITTER

EQUIPMENT

NEW DEVICES
and
IMPROVEMENTS

Latest Technical Developments and Activities in Radio and Television

CONSTRUCTION DETAILS ON CBS COAST STUDIOS

New CBS Hollywood studio building, now in course of construction, will have eight studios, including an auditorium seating 1,050, two smaller studios seating 200 to 500, and five studios of varying size. Studios one and two, on the first floor, will be almost identical in size and technical arrangement, with the stage in the auditorium nearby so arranged that any program can be rehearsed almost to the last minute, and with little change, be moved into the auditorium proper. Smaller studios, three and four, will also be on the first floor. Studios five, six and seven will occupy the second floor.

Executive offices, designed for local officials and with space provided for visiting New York executives, will be located on the fifth floor of the office building.

The sales department, including a sales conference room suitable for luncheon meetings, sales promotion office, public events department, etc., will all be located on the fourth floor.

Space for the publicity department, Columbia Artists Inc., Columbia Concert Corp., traffic, news rooms and mimeographing department will be on the third floor. Adjoining the publicity department will be space for the press men, where typewriters, telephones, wire facilities, etc., will be provided, and another room will be reserved for visiting pressmen.

The second floor will house the program department, audition rooms and the music department. Smaller studios, as mentioned before, will also be located there.

The first floor of the office building proper will be largely devoted to lobby space, an information desk, phone booths, etc.

The engineering department will be on the first floor of the studio building adjacent to the master control room, which will be glass-enclosed so that visitors to the studios or auditorium can see the actual "heart" of the broadcasting system at work.

Space is being set aside adjacent to the new \$1,000,000 building for a television structure of equal size.

Television at Coronation

London—Elaborate preparations of British Broadcasting Co. for televising the Coronation resulted in success, and for the first time well-defined pictures were broadcast from a point seven miles away from the transmitter. All fears about the practicability of the mobile equipment were dispelled at a surprise rehearsal some days before the actual ceremonies. It was intended to make tests for the benefit of the technical experts at Alexandra Palace headquarters, but they found transmission so good that they put it on the air. Even number plates on autos were clearly discernible. Much secrecy surrounded the coaxial cable used in connecting outside units and transmitters. A short section to be shown televiewers was to be burned afterward so it wouldn't fall into unauthorized hands. Cable costs \$5,000 a mile.

It is estimated that 50,000 televiewers in an area of 7,500 square miles saw and heard the Coronation scenes broadcast by BBC.

Advanced Sound System For New WFIL Studios

Philadelphia — When WFIL's new studios are opened in mid-July, they will feature a new and revolutionary sound system known as the "Binaural Audio," a scientific theory never before applied to practical use, and which has been adapted for broadcasting studio needs by WFIL's chief engineer, Frank V. Becker. System is to sound reproduction what the third dimension is to the screen. A duplex public address system, it imparts to reproduced sound the quality of width and expansion. Becker is at present conducting technical research in an effort to apply the Binaural principles to actual broadcasting.

WGY's 625-Ft. Antenna

Schenectady—WGY has begun construction of an ultra-modern 625-foot vertical antenna which, according to engineers, will increase the dependable coverage of the local NBC outlet three times. The steel tower weighing 250,000 pounds will rest on a single porcelain insulator mounted on a ten-foot-square concrete base. The tower will be erected a few hundred feet from the transmitter building, which is in South Schenectady, five miles from the studios and control room.

Installing WMBG Transmitter

Richmond—Work is under way on the new WMBG transmitter site at the intersection of Staples Mill Road and Broad Street Road, just out of Richmond. The tower construction, under direction of Wilfred H. Wood, chief engineer, consists of two towers 215 feet high.

New Transmitter for WISN

Milwaukee—Work starts tomorrow on installation of the new RCA 1-DA transmitter, the most modern of its type and said to be the first installation of its kind in the country.

WWVA Engineers Plan Experiment in 'Depth'

Wheeling — Glenn Boundy, WWVA Chief Engineer, and the WWVA production men, are planning a novel experiment as an initiation for the new WWVA shortwave stations WAAH and W8XKB. It calls for the experimental program to be picked up by two separate microphones, which in turn will feed two separate speech input circuits, which in turn will feed the two separate transmitters of WWVA and the auxiliary WAAH. Listeners with one receiver tuned to WWVA and another to WAAH will endeavor to catch the elusive DEPTH dimension of radio.

Put in Master Control Setup

Lincoln—KFAB-KFOR will shortly have in use a completely new master control setup. Installation of the switching unit, manufactured by RCA, is now in progress.

Berlin Television Home

Berlin—The Home of Television is under construction and will be officially opened about Sept. 1. It is located at the Hakebourg Castle.

Station Improvements

Jefferson City, Mo. — KWOS has asked the FCC for construction permit to make changes in equipment, along with increase in power.

Lexington, Ky.—CP to install new transmitter, make changes in antenna and increase power to 500 watts night, 1 kw. day, has been asked by WLAP.

Knoxville, Tenn.—New transmitter and antenna, increase in power and move of transmitter are included in a license request filed by WNOX with the FCC.

Paris, Tex. — KPLT will make changes in equipment and increase power upon receipt of license from FCC.

Sioux Falls, S. D.—CP for erection of a new vertical antenna has been requested by KSOO.

Portland, Ore. — KEX has asked

SMALL NEW TUBE OPENS NEW FIELD FOR RADIO

Among latest developments in radio vacuum tubes revealed at this week's annual convention of the Institute of Radio Engineers was a high-power transmitting bulb hardly bigger than a fountain pen.

Capable of delivering nearly 1,000 watts output on the ultra-short wave channels between one and a half and three meters, the new device is expected by its designers to be useful in exploring regions of the electrical ether where some day many communication waves may criss-cross through space like invisible light beams.

The tube, of the water-cooled type, is similar in construction to the mammoth six-foot creations of metal and glass that propel radio signals over thousands of miles on the short waves. Almost an exact copy of the larger tubes, the "fountain-pen" bulb actually is less than an inch in diameter and about seven inches long. It weighs about a half-pound.

A half-gallon of water circulates through the tube's water jacket each minute to keep the bulb at an even operating temperature. A potential of 3,000 volts is applied to the plate element inside the glass and metal creation. The plate element is about the size of a sewing thimble. This midget of the ever-increasing vacuum-tube family, which technical experts have been busily creating since Dr. Lee DeForest's first three-element bulb of 1906, is a product of the laboratories of RCA Manufacturing Co., Harrison, N. J. Winfield G. Wagener, RCA engineer, described the device.

FCC permission to make changes in equipment, install directional antenna and change frequency to 1160 kc.

Merrill's Equipment

The Lockheed Electra in which Dick Merrill and Jack Lambie, his co-pilot, flew the Atlantic, is equipped with standard Western Electric transport radio apparatus which was swiftly modified shortly beforehand to prepare it for the special communication work on the long hop. Merrill and Lambie maintained direct radio telephone communication with Newark airport until approximately 900 miles out. Swinging over to c.w. radio telegraph at that point they continued to communicate direct until they were approximately 1700 miles out, or only 100 miles from the Irish coast.

MOTION PICTURE LIGHTING AND EQUIPMENT CORP.

WE FURNISH

Electrical Lighting Equipment of Any Kind
FOR RADIO STATIONS

244-250 WEST 49th STREET
New York City Tel. CHic. 4-2074



WLS is holding a conference with educational officials from four surrounding states Thursday at La Salle hotel to map next season's plans for its School Time program.

Hoosier Hot Shots booked for Chicago Theater starting May 28 through WLS Artists bureau.

Allan Miller, director of University Broadcasting council, has finished off his Rockefeller foundation fellowship studies in New York and is back at his desk here.

Hugh Studebaker will join the Fibber McGee cast in Hollywood May 31, his birthday and second anniversary with the show.

Cadet Kozak, 11-year-old wizard of the xylophone, guesting tonight on NBC Jamboree along with Little Jackie Heller and Morey Amsterdam.

C. L. Menser, NBC program manager, flying his own plane to Culver, Ind., tomorrow, to deliver an address at the Culver Military Academy on "Use of Radio for Teaching English."

Alfred Otto, NBC engineer, and Mrs. Otto, former NBC PBX operator, are papa and mama. A boy.

John Penaz, NBC communications operator, has been awarded a fine scroll by Better Homes and Gardens magazine for his spaghetti Italiane recipe.

Anne Seymour, star of Mary Martin, threw a party yesterday for Patricia Garrity, her future sister-in-law. Anne's radio acting brother Bill of Cincinnati is to marry Patricia here on Sunday.

Vic and Sade drop their Wednesday night Procter & Gamble broadcast and add a Friday night NBC shot starting May 21.

Carlton Kelsey, musical director of Wrigley's Poetic Melodies, has turned down an offer to become musical supervisor for a west coast film studio. He will remain at CBS here.

WBZ Plant Items

Chicopee Falls, Mass.—D. A. Myer, WBZ plant manager, recently added Richard I. Hammond, formerly with Matheson Radio Co.'s WHDH in Boston, and Edgar M. Parsons, formerly of Raytheon Products Corp., to his staff.

James B. Rock, formerly at KDKA and KYW, but with RCA since 1930, is another new member of the personnel.

Norman Elliott Whitaker, NBC sales representative at WBZ, recently took a wife and will make his home in Saxonville, Mass., after the honeymoon.

Rose Franken Novel on Air

"Of Great Riches", latest novel by Rose Franken, author of "Another Language", will be presented in a radio version over NBC-Blue network at 8-9 p.m. tomorrow. Raymond Scudder did the radio script.

☆ Coast-to-Coast ☆

LLOYD H. ROSENBLUM, manager of sales and advertising for Southland Industries Inc., operators of WOAI, points out that this station has been associated with NBC for the past nine years and will continue to be for at least five more years. Through inadvertence, the NBC outlet here was recently mentioned as KMAC, which has the NBC transcription service.

Hal Culver, formerly at KWK, St. Louis, also heard at WMBD, Peoria, and WSM and WLAC, Nashville, is now on the announcing staff at WLS, Chicago.

WBAL, Baltimore, feeds the NBC-Blue network with its eighth program in two weeks tomorrow night with the broadcasting of the Preakness Ball. Two other Preakness programs, two Jackie Heller shows, the Peabody Mixed Chorus, Jerry Belcher's "Our Neighbors" and the NBC Music Guild Program were the other features.

Al Rochester, vice-president of KEEN, Seattle, is recovering following a major operation in the Seattle General Hospital.

Les Window and Bill Schroder of the WCAE (Pittsburgh) sales staff, will spend the week-end in Chicago. Window is to be "best man" at the wedding of a KEHE salesman.

Solly Goldstein of the WCAE continuity staff, while searching for material at Carnegie Library discovered in 1850 edition of Stephen Collins Foster songs.

Juan Ricardo, WHO's baritone discovery, moves from afternoon to evening on Monday. He will be heard each Monday at 9:30 p.m. Ricardo broadcasts exclusively over WHO, Des Moines.

Mimo Bonaldi, baritone on the staff at KOA, Denver, is the father of a boy. Soon after the youngster arrived Mimo appeared at KOA with a double tray of cigars, cigarettes, chewing gum and candy for the force.

H. E. Randol, plant manager of WBZA, the Westinghouse station in Springfield, Mass., and Mrs. Randol recently celebrated their 16th wedding anniversary.

Abilene Christian College, Abilene, Texas, has begun a series of Saturday morning broadcasts over WBAP, Fort Worth. The programs, picked up by remote control from this school in West Texas, were arranged by George Cranston, program director of WBAP, and Don H. Morris, vice-president of the college.

The Benay Venuta WOR-Mutual variety hour formerly heard Saturday nights will be broadcast Sundays at 7:30-8:30 p.m. starting this Sunday.

Sid Gary, Willard Amison, the Charioteers and Nat Brusiloff's orchestra are in the company.

Bob Heiss, WTMJ announcer, interviewed Benny Meroff while the latter was in Milwaukee for a week's performance at the Riverside theater. Also on the show was Woody Doxtator, swing accordionist.

Johnny Olson recently celebrated his fourth anniversary on the "Masters of Rhythm" program over WTMJ, Milwaukee. He is now doing three programs over WTMJ and one over WIBA, Madison, Wis., for Penn Tobacco Co.

WHBL, Sheboygan, has been signed by World Broadcasting System.

Johnnie Johnston, guitarist and vocalist heard over NBC and CBS hookups for three years, has opened at the Normandie Cocktail bar, Appleton, Wis., for an indefinite engagement.

William Neville, formerly of Des Moines, is at the new electric organ at KXA, Seattle.

Lawrence Battistini has returned to WELI, New Haven, as news commentator.



EDDIE CANTOR will have a novel array of guest stars on his next Sunday program. Recruited from Walt Disney's Silly Symphony characters, the troupe will include Donald Duck, Pluto the Dog, the Three Little Pigs, and others. Bobby Breen, Deanna Durbin and Jacques Renard's orchestra also will be on hand.

Gillette Community Sing, scheduled to do their final coast broadcast Sunday and resume in New York the following week unless plans are changed, have lined up a cross-country musical program for this week-end's program. Starting with "Casey Jones", typical of Albuquerque, the repertoire follows with "Kansas City Kitty", "Rhythm of State Street" (Chicago), "Shuffle Off to Buffalo", and "East Side, West Side."

Feldman Handling N. E. Events

Arthur S. Feldman, former WBZ announcer, is now manager of special event programs originating at WBZ and WBZA, the NBC outlets in Boston and Springfield under the management of John A. Holman. Feldman will be responsible for creating and conducting special broadcasts from the New England field.



RADIO DAILY



★ ★ Little Talks on Big Subjects ★ ★

PERSONAL

Will the person who steals RADIO DAILY from my desk kindly give himself up—for—he who steals my life steals trash but he who steals my RADIO DAILY keeps me from knowing what is going on every day in my industry

NEW BUSINESS Signed by Stations

KFEL, Denver

Montgomery Ward Co., 3 spots; Star Auction Co., 1 spot daily exc. Sun., 1 year; Clark Gardner Nursery, Osage, Ia., 5-min. disk daily exc. Sun., 2 mos.; Morton's and Samuel's Shops, newscasts daily, 8 mos., Ted Levy agency; Chevrolet Dealers, late sports review, 10 mins. daily exc. Sun., 1 year; The Brown Derby, 12 spots, Max Goldberg agency; Storz Brewing Co., Omaha, 26 spots, Buchanan-Thomas agency.

WWJ, Detroit

Acme White Lead & Color Works, 30 s.a. and 13 t., through Henri, Hurst & Donald, Chicago; People's Outfitting Co., 21 s.p., through Fink & Doner; Goodall Worsted Co., Sanford, Me. (Palm Beach), 32 s.a., through Lawrence Gumbiner Adv'g, N. Y.; Ned's Auto Supply Co., 113 s.p., through Simons-Michelson; Square Deal Miller (jeweler), 78 s.p., through Roderick Aid-ads; Life Insurance Co. of Detroit, 52 t., through Simons-Michelson; Industrial Morris Plan Bank, 65 s.p., through Milton Alexander Co.; Frazer Paint Co., 21 s.a., through Simons-Michelson; Detroit White Lead Works, 36 t.a., through Simons-Michelson.

WMAZ, Macon

Lucas & Jenkins Theaters, 23 spots to advertise May as Movie Month; Canada Dry and Hi Spot, 60 spots, through J. M. Mathes Inc., Sparks Motor Co., 13 quarter-hours using station's new mobile transmitter; Southern Mortgage Co., 52 spots; Idle Hour Nurseries, renews Sunday quarter-hour for six months; White Lily Flour, renews for 52 weeks, through James A. Green agency; also Huckabee Auto Co., Central Sash & Door, Recreation Park, National Life Insurance Week, Kernaghan-Goodman Jewelers, Lakeside Park, Johnson Bros. Furniture, and Chattanooga Medicine Co. (Black Draught) from The Purse Co., Chattanooga.

WHO, Des Moines

Reliance Mfg. Co. (Big Yank work shirts), disk series, through Mitchell-Faust Adv'g Agency, Chicago.

ONE MINUTE INTERVIEW

BILLY JONES and
ERNIE HARE

"It is difficult for any gag writer to be original because there are so few original jokes. A gag in itself has to be pretty good to go over these days. You have to depend on situation more than anything else. In other words, you have to fit the gag to the situation rather than build a situation around a gag. Furthermore, your continuity has to be easy flowing and logical."

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:
No. 32 of a Series

WDAY—Fargo, N. Dak.

5,000 watts—940 kc.

E. C. REINEKE, President

BARNEY LAVIN, Commercial Mgr.

WDAY, the oldest broadcasting station in the Northwest was founded May 22, 1922. Earl C. Reineke was its founder and is today the president of WDAY, Inc. He has been active manager of the station from its beginning.

WDAY has operated constantly from the time it began operations. Through the years it has had the following boosts in power after starting with 50 watts: 250, 1,000, 2,500 and today 5,000 watts.

In its technical equipment, WDAY ranks right up with the best. Transmitter and studio equipment since 1927 have been constructed by Julius Hetland who is today WDAY's chief engineer.

WDAY covers North Dakota, northern half of South Dakota and western Minnesota.

Programs That Have Made Station History

4. Marshall Field's "The Musical Clock"

THE distinction of piling up the greatest number of broadcast hours by a commercial program on any station or chain in the country is claimed by "The Musical Clock" sponsored by Marshall Field & Company and aired over WBBM, Chicago.

What's more, Miss Halloween Martin, announcer for the program, also claims a championship in having more broadcasting hours to her credit on one program under one sponsor than any other radio announcer.

One announcer, one radio program, one sponsor, 12 hours a week for seven years—that's the summary in a pea-shell.

On April 15, 1937, Miss Martin completed seven years as the voice of the Marshall Field & Co. "Musical Clock." For two hours every weekday morning of the year—from 7 to 9 a.m., CST—she presents, through Columbia's Chicago Radio Station WBBM, a well-balanced program of recorded music.

No late riser, Miss Martin awakens each weekday morning at 5:30 with the aid of three alarm clocks, in order to start the program at 7 a.m. In her first seven years as the "Lady of the Musical Clock," Miss Martin announced some 65,000 musical numbers during nearly 4,400 hours of broadcasting—a record probably unmatched by any existing local or national programs now on the air.

Starting in April of 1930, the "Musical Clock" has maintained the same sponsorship, assumed almost the status of a public service. The time is announced each five minutes. Frequently the temperature in downtown Chicago is announced, thus giving Chicago families a hint on what to wear for the day. All of this is incidental to the program itself, which consists of a well-selected group of musical numbers including popular, classical, vocal and orchestral selections. Some 40 recordings are broadcast each morning.

☆ PROMOTION ☆

Star Radio Sales Ideas

Star Radio Programs Inc. has distributed the "Morning Bulletin Board" Sales Package to its stations featuring the popular morning variety show. The folder was prepared by the sales promotion division of Star Radio, which operates for the sole benefit of its subscribing stations. Placed in the hands of a prospective sponsor, it gives him the complete picture of the program from a sample script to station rates. The smaller stations are finding the folder a valuable aid to their sales departments.

Folder contains sales ideas and merchandising plans which can be used by the sponsor, cooperating

with the station, in conjunction with the broadcasting of the "Bulletin Board." In many cases, the plans in the Sales Package have been carried out with excellent results. The department, under the direction of W. C. Gartland, has also prepared merchandising plans and sales helps for stations using the women's program, "Good Morning, Neighbor!"

Short Story Title Contest

A new twist to the contest idea has been given by WKY, Oklahoma City, in a series of noon-day programs called "Short Stories of the Air," sponsored by a group of local laundries. The listeners are given

☆ F. C. C. ☆ ACTIVITIES

APPLICATIONS RECEIVED

Y. W. Scarborough & J. W. Orvin, Charleston, S. C. CP for new station. 1210 kc., 100 watts night, 250 watts day, unlimited.

Evening News Press, Inc., Port Angeles, Wash. CP for new station. 1250 kc., 250 watts, unlimited.

Hearst Radio, Inc., Washington, D. C. CP for new booster station. 1310 kc., 250 watts, operate synchronously with WOL.

EXAMINER'S RECOMMENDATION

WHOM, Jersey City, N. J. CP for change in power to 250 watts, 1 Kw. day, 1450 kc., unlimited, be denied.

Utility Disk Release Set for September 27

Kansas City—"Phenomenon," the new disk feature developed by KMBC for utility company sponsorship, has been set for national release Sept. 27. Carter Ringlep of KMBC sales staff is now in Topeka auditioning the disk for Kansas Power & Light Co.

For Better Weather Forecasts

H. R. Gross, news editor of WHO, Des Moines, has opened a radio campaign for a better weather forecasting system, claiming the present U. S. Weather Bureau daily map service is only half sufficient.

KANS Coverage Map

A new coverage map has just been issued by KANS, Wichita, Kas. According to the tabulation, KANS reaches about 38 per cent of the population of Kansas.

WBRY, Waterbury

Marion Berryman (beautician), "Serenade to Beauty", Sunday music disk program.

free theater tickets for the best names suggested for the dramatized short stories.

1	9	3	7
SUN	MON	TUE	WED
THU	FRI	SAT	SUN
1	2	3	4
5	6	7	8
9	10	11	12
13	14	15	16
17	18	19	20
21	22	23	24
25	26	27	28
29	30		

May 14

Greetings from Radio Daily

to
Sally Joe Nelson
Marie Nelson
Carleton Brickert
Sam Blake

May 15
Walter Cassel
Bert Shafter

May 16
Norman Ross
Buck Owens
William Kephart



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 69

NEW YORK, N. Y., MONDAY, MAY 17, 1937

FIVE CENTS

Fight On for News Scoops

LA SCALA ORK IS COMING DESPITE AFM RADIO BAN

Although the American Federation of Musicians has refused it permission for radio appearances, Pietro Mascagni and the entire La Scala Orchestra of 103 men from Milan, Italy, is coming to this country and will make a tour of about 30 cities. The action of President Joseph N. Weber of the AFM in declining permission to broadcast is said to be prompted by the current agitation against admitting foreign talent when American artists are available, and he declined to let the La Scala aggregation broad-

(Continued on Page 3)

Cleve. Area Stations Join in Expo Programs

Cleveland—In addition to network stars, stations in this area who will offer talent at Great Lakes Exposition's Radioland this summer include WTAM, WGAR, WHK and WJAY, this city; WLW, Cincinnati; KDKA, Pittsburgh, WBNS, Columbus, and CFRB, Toronto.

Ralph B. Humphrey, director of radio activities for the summer show, says talent already booked for the Sherwin-Williams Radioland includes

(Continued on Page 3)

Warner's KFVB Signs Amateur Author Series

West Coast Bureau, RADIO DAILY
Los Angeles—Amateur playwrights will have a chance to get their plays on the air in a Monday 7 p.m. series starting this week on KFVB with Matty Kemp producing and playing leads. The series was born on KMTR some weeks back, created much comment, and was grabbed by Warner Bros. with the thought that it may

(Continued on Page 3)

Hourly Index

Columbia, Mo.—Every hour on the hour the announcers at KFRU are presenting a brief resume of programs to be heard during the ensuing 60 minutes.

The periodical "index of contents" is intended as a service for listeners, and serves as a reminder for many who might otherwise allow a favorite program to get by.

Retains Frisco Ties

San Francisco—Although Don E. Gilman, NBC v.p. in charge of western division, is setting up residence in Hollywood due to increased NBC operations there, he says he will keep up his interest in S. F. community affairs. San Francisco will continue to be one of the NBC key cities in which the network will have two major stations and offices.

WJBK BASEBALL CASE PLACED IN FCC'S LAP

Detroit—Refusal last week of the U. S. District Court to grant an order to WJBK requiring Western Union to furnish it with baseball scores was in line with the station's expectations, according to James F. Hopkins, manager of WJBK, and places the case in the lap of the Federal Communications Commission.

In the course of the argument the Judge said in effect that, inasmuch

(Continued on Page 6)

INS Mailing to Stations Daily News Supplement

"Radio News-Script," a supplemental mail news release, is being issued daily except Sunday to radio stations throughout the U. S. subscribing to International News Service. It is designed to provide radio stations with special news features and background copy on current news events.

★ THE WEEK IN RADIO ★

... Good Coronation Job

By M. H. SHAPIRO

WITHOUT doubt the world's greatest audience tuned in at one time or other to get an earful of the King George Coronation doings... estimated at a possible 180,000,000, cumulative or otherwise, radio did not fail these eager listeners, all sharing for the first time this ancient pageantry being put on the air... every cooperation was given by the newspapers in presenting schedules of when to listen in and what a listener would hear at each period, a spirit and move unprecedented for many conservative and non station-owning organizations....

Networks Are Seen Engaging in Heated Battle for the Exclusive Airing of Important Special Events

PRE-TELEVISION SERIES IN CBS COAST THEATER

West Coast Bureau, RADIO DAILY

Los Angeles—Costumed players, speaking memorized lines on a stage set for a visual as well as a listening audience, will be used by CBS in a new Wednesday night dramatic series announced as a "pre-television" experiment. Program will originate in the Music Box theater, last half an hour, and go on the air for the Pacific Coast net, from 10 to 10:30 p.m. PST, on each Wednesday.

Strong lights will be used, and front row seats will be reserved for

(Continued on Page 8)

'Arbitration' Program Prepared by Alexander

A. L. Alexander has worked out a new idea as a follow-up to his recent "Good Will Court," and has outlined the idea in printed booklet form. Program is tentatively entitled "Alexander's Arbitration" and genuine cases submitted for arbitration will be heard over the air as the disputes in question are arbitrated by the "board."

Arbitrators will be important lay-

(Continued on Page 6)

The long expected network war for news scoops broke wide open Friday in the coverage of Dick Merrill's return transatlantic hop, and indications are that the networks are going to fight for exclusive airings of future important special events as hard as newspapers fight for stories. Mutual's recent pickup of the Kentucky Derby, which NBC had sold to a sponsor, was an ignition spark in the battle.

What seemed like a routine cover-

(Continued on Page 3)

THREE OHIO STATIONS JOINING MUTUAL SYSTEM

Deal closed Saturday between United Broadcasting Co. of Ohio and Mutual system, will result in three Ohio stations becoming affiliated with Mutual not later than Dec. 1. Stations which will become participating members of Mutual are:

(Continued on Page 6)

"Man. Merry-Go-Round" Is Sold as Film Title

Film rights to "Manhattan Merry-Go-Round," currently starring Bert Lahr over the NBC-Red network on Sunday nights, have been sold to Republic Pictures, who plan to use the title for a feature film. Air show has been on for four years, produced by Blackett-Sample-Hummert, and Mildred Fenton made the deal with Republic. Adaptation will be credited to Frank Hummert.

Mikemen's Library

Pittsburgh—KDKA announcers have started a library designed specifically for their own use and reference. Collection will contain volumes on public speaking, English and other pertinent subjects, and also will include current magazines of a helpful character. In the same studious line, the mikemen are having regular word drills.

(Continued on Page 2)



(Registered U.S. Patent Office)

Vol. 1, No. 69 Mon., May 17, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicote, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicote, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk and Verne Bailey, 6425 Hollywood Blvd. Phone Granite 6607.

Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

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FINANCIAL

(Saturday, May 15)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	164	164	164	— 1/2
Crosley Radio	18 3/4	18 3/4	18 3/4	+ 1/8
Gen. Electric	51	50 3/8	50 3/4	+ 1/4
North American	23 3/4	23 3/8	23 3/4	— 1/8
RCA Common	9	8 3/4	8 3/4	— 1/4
RCA First Pfd.	66 3/4	66	66 1/4	— 1/2
Stewart Warner	18 1/8	17 7/8	18 1/8	+ 1/4
Zenith Radio	35	35	35	—

NEW YORK CURB EXCHANGE

Nat. Union Radio	2	2	2	— 1/8
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OVER THE COUNTER

	Bid	Asked
CBS A	52 1/2	54 1/2
CBS B	52	54
Stromberg Carlson	13	14

WCOP-Stages Special

Boston—A special news dramatization built around a shipment of Coronation stamps consigned to Jordan-Marsh and brought here on the Merrill-Lambie plane was broadcast by WCOP at 7:30 p.m. Friday. It was announced that the stamps were rushed by a special plane to Jordan-Marsh after Merrill landed and were on display at the store and could be purchased in the morning.

Luncheon to Goodman

Cincinnati—Timonty S. Goodman was given a farewell luncheon by staff members Saturday when he ended his duties as WKRC's general manager. John McCormick succeeds him.

1	9	3	7
4	5	6	8
10	11	12	13
14	15	16	17
18	19	20	21
22	23	24	25
26	27	28	29
30			

May 17
Greetings from Radio Daily
to
Franklin Dunham
Bill Baar

THE WEEK IN RADIO

... Good Coronation Job

(Continued from Page 1)

CBS then comes through with a coup which gave it the Derby broadcast rights for the next five years.... seven other big events were also clinched by CBS.... Mutual and WOR had a bit of a fuss with the Dick Merrill transatlantic flights with Mutual making the first contact between a plane flying midocean, and then NBC grabbing Merrill for a broadcast from Croydon upon his arrival....

In Cleveland, Thad H. Brown, FCC commissioner, spoke to students of the College of Law at Western Reserve University on "The Federal Communications Law" and urged that free speech on the air be safeguarded.... RCA revealed sales of over \$1,500,000 worth of radio and tele equipment to Soviet Union and currently has orders for three new tele transmitters for the same customers.... CBS elected three new members to its board as per recent revision to its by-laws increasing the number of directors from 11 to 14. New members are Edward Klauber, executive

vice-president; Paul Kesten and Melford R. Runyon, vice presidents.

U. S. Circuit Court of Appeals, reversed the decision of the lower court awarding Tess Gardella (Aunt Jemima) damages to the extent of \$115,968 in connection with the use of the "Aunt Jemima" name on the Log Cabin syrup programs.... Defendants were General Foods, Log Cabin Products and NBC.... Nebraska passed its so-called anti-Ascap bill which went to the governor for signature.... Dr. Harold M. Hayes seems to mean business in his \$100,000 suit again "March of Time" sponsors, while another bit of litigation moved again when Transradio Press' big suit against the webs and press associations was subject of a motion by the defendants.... Reports of the IATSE going after radio for organizing purposes was given credence by President George E. Browne.... In Washington it was indicated that a copyright compromise might be reached by combining the three bills pending.

Transradio Files Brief

Transradio News Service, through counsel Isaac W. Digges, has filed a brief in U. S. District Court, opposing the motion made by the defendants in the Transradio \$1,700,000 anti-trust suit filed two years ago. Press association and network defendants made a motion last week to be allowed to obtain depositions from various sources throughout the country.

Transradio contended that the privilege is open usually for 90 days after complaints and answers are filed and that depositions from distant parts of the country would only delay trial action. Attorney Digges also averred that there were sufficient important people in and around New York who were fully acquainted with Transradio and its work.

WHN Technicians Parley

Louis K. Sidney, managing director of WHN, Herbert Petty and Gordon Windham met with two representatives of the ARTA last Saturday in an all-day session of collective bargaining. No statement as to the outcome of the meeting will be forthcoming from the station until today. ARTA, bargaining for the station's technical staff, is demanding shorter hours, more money and better working conditions.

Benay Venuta Bars Audience

New WOR-Mutual series being presented by Benay Venuta at 7:30-8:30 p.m. Sundays will bar studio audiences. Miss Venuta has decided they are inadvisable.

NBC Disk Sponsor in B. A.

Royal Floor Wax, Buenos Aires, is sponsoring NBC Thesaurus built programs over LR-4, Radio Splendid, a subscriber to the NBC electrical transcription service in that city.

WAPI Piping to WJBY

Gadsden, Ala.—As the first of a group of programs to be piped by WAPI, Birmingham, to WJBY here by telephone line, "Console Harmonies" is now being heard daily over the local station. WJBY is owned by Gadsden Broadcasting Co., Inc., whose president, B. A. Hopson, is present lessee of WAPI.

A new transmitter and studio building and increase in power to 250 watts are planned by WJBY. Word will start as soon as FCC approval is received.

Abdication—Presto—Coronation

Shawnee, Okla.—Wednesday night immediately preceding the rebroadcast of King George's Coronation Speech over the Mutual System, KGFF gave its listeners the transcribed abdication address of King Edward. Broadcast made swell hit with audience. KGFF, Shawnee, is a member of newly formed Oklahoma Network and full time Mutual outlet.

Lake Placid Sing on WMFF

Plattsburgh, N. Y.—The all-day Sing-Fest to be held May 22 at the Lake Placid Club, Lake Placid, with choruses and glee clubs from all northern New York participating, will be aired over WMFF by remote hookup at 2-4:30 p.m. Lake Placid Club's Educational Foundation under direction of Dr. J. Warren Erb of New York University, N. Y. C., is sponsoring the sing.

Goss Named KFOX Handy Man

Long Beach, Cal.—Frank B. Goss has been given the triple post of announcer, actor and publicity director for KFOX. Appointment was made by Hal Nichols, manager of the station. Goss has had experience on the legitimate stage as well as in radio for the past five years.

COMING and GOING

L. C. GUMBINNER, advertising agency president, sailed Saturday on the Conti di Savoia for a business trip which will take him to five European countries. MRS. GUMBINNER accompanies him.

RUDY VALLEE is expected to arrive back from London in time for his broadcast next Thursday.

VERA GUILAROFF, Montreal pianist and air artist, has departed for London and will broadcast for BBC.

DALE CARNEGIE is due in Chicago for a lecture at the Civic Opera House Saturday.

HARRY BEKMAN, head of the CRA legal department, has returned from Hollywood.

SHEP FIELDS and his band returned to New York yesterday for their broadcast, coming from a date at Hershey, Pa. He leaves for Cleveland today.

DEWEY LONG, sales manager of WBT, Charlotte, was in Atlanta last week on a business trip for Radio Sales, a division of CBS. He will return to his office today.

BESS JOHNSON of the Stock-Goble agency, handling production on Wayne King's and the Junior Nurse Corps' programs from Chicago, was in New York last week looking over Radio City.

STAN McALLISTER, CBS building director, is in Chicago inspecting work on the new WBBM studios to be completed around June 1.

MILTON BERLE, WENDELL HALL and others of the Community Sing show are due in New York Thursday from Hollywood to resume airing here.

TITO GUZAR is in Baltimore heading the stage bill at the Hippodrome. His Coast trip has been postponed a week.

JOHN MCINTYRE, freelance announcer on network programs for CBS and NBC, is vacationing in Hollywood.

AL PEARCE and the Ford Show gang returned from Chicago on Saturday after giving a theater show for Ford dealers.

HARRY C. KLEMFUSS, special publicity representative of N. W. Ayer & Son, has sailed for France to cooperate in the publicity for the Paris International Exposition, which opens May 25. Special radio tie-ups were made here by Klemfuss whereby the exposition received shows in exchange for plugging New York's 1939 Fair.

MISCHA ELMAN, famed violinist and his family, sailed Saturday on the Conti di Savoia for Naples.

CARLTON E. MORSE, author of "One Man's Family," is back at NBC San Francisco studios following his clipper trip to the Orient.

Air CBS Music Work May 23

"Lenox Avenue," William Grant Still's musical essay on Negro life in Harlem, the first product of the Columbia Composers' Commission, will have its initial public performance May 23 over the CBS network at 3-4 p.m. The opus consists of an introduction and 11 episodes. There is a spoken narrative, which will be read by Juan Hernandez. Verna Arvey wrote the continuity.

FRANK DEGEZ

CUSTOM CLOTHES

46 WEST 48 ST.
NEW YORK

BR yant 9-9746

Combining the finest of imported materials with the finest of tailoring plus correctness of style. Priced from \$65 up.

FIGHT FOR NEWS SCOOPS LAUNCHED BY NETWORKS

(Continued from Page 1)

age of another special event turned into a free-for-all when it was flashed that Merrill had landed at Quincy, Mass. NBC then realized that other networks could sneak in and steal its exclusive arrival broadcast, because Merrill did not know that NBC had signed a \$2,500 contract through Ben Smith, the flight's backer, for an exclusive interview with him.

Emergency crews were dispatched from WBZ, Boston, to Quincy, by the NBC's New York office, but meantime Merrill hopped off again bound for either Newark or Floyd Bennett airport. And NBC had no crew at Newark. That was immediately remedied. All the while Mutual through WOR is keeping both fields covered and CBS appeared at Floyd Bennett field with a complete crew.

NBC's crew got to Merrill the instant he landed, and as a result of the exclusive interview with NBC, the CBS and WOR announcers had a tough 15 minutes to fill in while John Hartley, NBC announcer, had Merrill, Lambie and Capt. Eddie Rickenbacker on the air.

The final outcome of the Merrill broadcast had NBC in top position, obtaining its exclusive interview with Dick Merrill, plus interviews with Jack Lambie, Merrill's co-pilot, and Capt. Eddie Rickenbacker to make the broadcast complete. Later the same night Merrill and Lambie were interviewed by John B. Kennedy over the NBC-Blue network.

Martin Block of WNEW's make-believe-ballroom was out at the field and made a quarter-hour Presto recording of the landing and broadcast it later on his program. Mack Weiner, WNEW chief engineer, and Bill Simpson assisted him.

Under the supervision of John Roy-al, NBC president in charge of programs, A. A. Schechter, director of news and special events, was in charge of the coverage for NBC. NBC crew at Floyd Bennett field working under John Hartley included Bill Farren, Edward Herlihy, Lyn Van and engineering unit. Don Goddard and Tom Riley were at Newark. For Mutual, Dave Driscoll carried the brunt of the actual work with G. W. (Johnny) Johnstone handling the broadcasts from the New York studios.

John Fitzgerald, assistant director of special events, was in charge of CBS activities and had Charles Sparks, announcer, and engineering crew with him at the airport. CBS relayed the event to England through its new short wave transmitter W2XE.

La. Stations Name Rep

Shreveport, La.—J. J. Devine & Associates Inc. has been appointed national advertising representative of KRMD, Shreveport, and KPLC, Lake Charles, it is announced by L. M. Sepaugh.

NEW PROGRAMS—IDEAS

Stories of Pioneers

"Pioneer Stories", depicting true, colorful events of pioneer days which had far-reaching effect on the future life and comfort of the nation, is a new twice-weekly series sponsored by Allis-Chalmers Mfg. Co., Milwaukee, on KFRU, Columbia, Mo. A character known as the "Old Timer" relates the yarns.

Books Dramatized

"The New York University Literary Forum" starts May 20 at 8:30-9 p.m. over WHN with a series of dramatizations of leading books of the day. Maurice Barrett will write the productions for the WHN players, and "Flowering of New England" will be the first novel.

Confer on Astaire Show

West Coast Bureau, RADIO DAILY

Los Angeles—Fate of Fred Astaire show is being powwowed by group of Young & Rubicam big shots who arrived last week to spend a week or so here. Included among the visiting execs are C. J. LaRoche, president; Frank McKinney, advertising manager for Packard; Jack Reeder, vice-president in charge of Packard account, and Julian Field, Y. & R. exec.

Don Lee to Disk Mutual Shows

West Coast Bureau, RADIO DAILY

Los Angeles—Don Lee chain has installed its own recording equipment and will disk Mutual net programs that otherwise could not reach the air because of local commitments, Lew Weiss, general manager of Don Lee net, announces. Willet Brown, assistant to Weiss, is in charge of the disk which will be done on acetate, with two special Fairchild crystal cutting heads, which give, Brown says, results practically undistinguishable from wax.

Resort Plans Spots

Watchung Lake, Inc., Watchung, N. J., has appointed the Van Emburgh-Martin Advertising Agency, Plainfield, to handle its advertising and promotion. A spot radio schedule is now being planned with New Jersey and New York included.

RCA Cuts Telegraph Rates

A new night letter schedule, reducing rates by 25 per cent or more effective June 1, has been filed by RCA Communications with the FCC.

Air Golden Gate Bridge Debut

Formal opening of the Golden Gate Bridge at San Francisco on May 28 will be aired over NBC-Blue network 2:30-3 p.m.

Bob Heiss Promoted

Milwaukee—Bob Heiss has been promoted to chief announcer at WTMJ, filling a vacancy caused by Johnny Olson's leaving to go freelance radio work.

"Voice of Health"

In cooperation with the Utah Federation of Women's Clubs, KDYL of Salt Lake City is presenting a service program called "Voice of Health" on Mondays at 2:45 p.m. Program introduces prominent doctors, who remain anonymous, speaking on problems of cancer control, tying up with the national drive for intelligent understanding of the cancer problem.

WBAL Health Programs

Baltimore—WBAL is the outlet for a new series of programs on health education by the Maryland Congress of Parents and Teachers. Programs are aired at 4:45 Wednesdays.

Tic Toc Revue Debuts Tonight

With Hughie Barrett as maestro, John B. Gambling as emcee, and Barry McKinley, Jean O'Neill and the Tune Twisters in the cast, the new Tic Toc Revue opens a Monday evening series at 7-7:30 p.m. today. Show is designed for "youth appeal". Barrett's ork has been a popular attraction at the Tavern-on-the-Green, Central Park.

Col. Roosevelt to Open Series

Chicago—"From the Ends of the Earth", new half-hour series dramatizing expeditions and exhibits of the Field Museum of Natural History, will have Colonel Theodore Roosevelt Jr. as guest on its opening program Wednesday at 10-10:30 p.m. EDST over WGN-Mutual.

Fred Waring Heading East

West Coast Bureau, RADIO DAILY

Los Angeles—Fred Waring's Pennsylvanians finish their film this week, play a week at the Paramount Theater, then head East in easy stages with plans for returning to the nets in fall. Johnny Davis, trumpet, will not be with them, having signed a Warner film contract.

Dickering for Coast Show

West Coast Bureau, RADIO DAILY

Los Angeles—Sponsors are reported dickering for a new air show being produced by Dolan & Doane with Ted Healy as m.c. and Phil Ohman, Henry Armetta and Betty Grable in cast. Negotiations also on for Patsy Kelly.

Abe Lyman Vaude Booking

Abe Lyman and his Californians play their first vaudeville date since last summer when they open June 4 at the Detroit Fox Theater.

Patents and Trademarks

Protect your most valuable assets. Expert service. Prompt attention.

Write
LESTER L. SARGENT
Registered Patent Attorney
1115-K St., N. W., Washington, D. C.

LA SCALA ORK IS COMING DESPITE AFM RADIO BAN

(Continued from Page 1)

cast here in spite of the fact that the unit had a sponsor for 13 shows and was willing to pay standby salaries of 103 American union musicians during the period of the radio series.

The La Scala Orchestra, being brought here by the American Concert Management Committee, whose principals are Julian Martin, H. D. Harbaugh and Francis P. Laubet, expects to open its American concert tour early in August at Madison Square Garden, and also wind up its tour at the Garden in October.

Warner's KFVB Signs Amateur Author Series

(Continued from Page 1)

be sponsored later, and perhaps is a network possibility. First show will be "Magnificent Rat", by Ed Schoening. There will be guest stars, particularly writers and playwrights who will give tips on fabricating shows for the air. Manager Harry Maizlish is considering a contest for original plays, with a Warner tie-up for getting plays screened.

Cleve. Area Stations Join in Expo Programs

(Continued from Page 1)

Guy Lombardo's band, Carborundum Band, Fireside Recital, Mario Cozzi, Fibber McGee and Molly, Singing Lady, Betty Winkler; Sealtest program with Tom Howard and George Shelton, Jane Pickens and James Melton; Cycle Trades program, Ben Bernie, Johnny the Call Boy and others. Art Cook, assistant director of Radioland, has been in New York lining up network acts.

Commercial programs will be aired from a 4,000-seat outdoor theater.

KGNO Names Hagg Rep

Dodge City, Kan.—Appointment of Arthur H. Hagg & Associates as representatives of KGNO is announced by John C. Drake. Hagg has been representing newspapers exclusively, including the Dodge City Daily Globe, which controls KGNO, and this is his first radio assignment.

"BARON MUNCHAUSEN"

**JACK
PEARL**

RALEIGH and
KOOL CIGARETTES

WJZ-10 P. M. E.S.T.—Friday
NBC Network

Dir.: A. & S. LYONS, Inc.

Fashions in Salesmanship: 1897



*O*f course you remember the drummer! He was a card, all right. Funny? He was the panic of the Pullmans! And personality? Why, he knew the first names of eighty-two buyers in seven states. And speaking of states, history was made the year he covered all the key cities of Ohio in just two weeks flat. *That* was traveling—in his day! He sold the retailers all right—when he got around to them. But he wasn't much help with the consumer. After all, he could be in only one place at a time. Nor was selling the consumer *and* the retailer at the same time done in those days. But he was a good fellow and his customers liked him (he *could* talk!)—even if they did see him only once or so a year.



FASHIONS IN SALESMANSHIP: 1937



“Ladies and gentlemen! We give you . . . The Fashion Frolic . . . sixty minutes of . . .” So speaks today’s salesman—to millions of customers and retailers at once, often calling on as many as ten million prospects in a half-hour. But, you ask, “How can anyone sell *fashions* by air?” Why not? You want to sell the *comfort* of a Palm Beach suit—the *style authority* of an Arrow Shirt—the *long wear* of Interwoven Socks. You’re selling *ideas*. Radio’s brilliant record is based on just that. You can sell fashions by radio exactly as automobiles, refrigerators and even world-cruises are sold today . . . by the winning authority of the human voice. And by putting authority itself on the air!

COLUMBIA BROADCASTING SYSTEM

★ F. C. C. ★ ACTIVITIES

HEARINGS SCHEDULED

May 18; John D. Fields, Inc., Las Vegas, Nev. CP for new station. 1370 kc., 100 watts, unlimited.

KGKO, Wichita Falls, Tex. Mod. of CP to 570 kc., 1 Kw., 5 Kw. LS, unlimited.

MAY 19; KWTN, Watertown, S. Dak. CP to change frequency, power to 1340 kc., 250 watts, 500 watts LS., unlimited.

KGDY, Huron, S. Dak. Auth. to transfer control of corp. 1340 kc., 250 watts, daytime.

May 20; Bay County Publishers, Inc., Panama City, Fla. CP for new station. 1420 kc., 100 watts, unlimited.

Falls City Broadcasting Corp., Falls City, Neb. CP for new station. 1310 kc., 100 watts, unlimited.

Baker Hospital, Muscatine, Ia. Auth. to transmit programs to stations in Canada and Mexico.

Radio Enterprises, Lufkin, Tex. CP for new station. 1310 kc., 100 watts, daytime.

Red Lands Broadcasting Ass'n., Lufkin, CP for new station. 1310 kc., 100 watts, daytime.

KQV, Pittsburgh. CP for change in power and hours of operation to 1 Kw., unlimited, 1380 kc.

May 21; Amarillo Broadcasting Co., Amarillo, Tex. CP for new station. 1500 kc., 100 watts, unlimited.

June 10; Knoxville Journal Broadcasting Co., Knoxville, Tenn. CP for new station. 1200 kc., 100 watts, 250 watts LS., unlimited.

Richard M. Casto, Johnson City, Tenn. CP for new station. 1200 kc., 100 watts, 250 watts LS., unlimited.

Johnson City Broadcasting Co., Johnson City, CP for new station. 1200 kc., 100 watts, 250 watts LS., unlimited.

APPLICATIONS RECEIVED
Times Printing Co., Chattanooga, CP for new station. 1120 kc., 500 watts night, 1 Kw. day, unlimited.

Seaboard Broadcasting Corp., Savannah, CP for new station. 1310 kc., 100 watts, 250 watts LS., unlimited.

EXAMINER'S RECOMMENDATIONS
Sharon Herald Broadcasting Co., Sharon, Pa. CP for new station. 780 kc., 250 watts, daytime, be denied.

Allen T. Simmons, Mansfield, Ohio. CP for new station. 780 kc., 1 Kw., daytime, be granted.

Pacific Acceptance Corp., San Diego, Cal. CP for new station. 1200 kc., 100 watts, daytime, be granted.

WJBK Baseball Case Placed in FCC's Lap

(Continued from Page 1)

as W. U. had filed certain tariffs with the FCC by which their operation was bound in the future, and inasmuch as the contract in question in this case is a part of W. U.'s tariff, the entire matter is within the FCC's jurisdiction.

Hopkins contends that the W. U. contract with the American League, whereby the telegraph company denies service to WJBK out of town baseball scores in order to protect a bigger client here, is contrary to law, and the station intends to carry its fight to the highest court.

WJBK already has filed a complaint with the FCC.

WJBK pulled a fast one Friday by carrying a telegraphic report of the Tigers' game in St. Louis. Hopkins would not elaborate on how the reports were obtained except to say it was a telegraphic report which was running ahead of other stations.

15 Years for WAAF

Chicago—WAAF celebrates its 15th year on the air with a gala broadcast next Sunday.



● ● ● Phil Lord's suit against Pathe over his "Seth Parker" trip around the world, is scheduled for trial sometime next week. . . . Decision on Ted Hammerstein's summer theater project will be made tomorrow. . . . Lester Lee's fingers in bandages last week were caused by the barbed-wire fence he tried to erect on his Conn. estate. . . . Ruth Etting is set for a turn on the "Nine O'Clock Revue" . . . Mickey Alpert will feature Rhodora Chase from Denver (another Bowes singer with a deep voice) of the Riviera . . . The Gershwin score in "Shall We Dance" has everyone whistling and betting which will be No. One first.

● ● ● A song writing comeback is being made by Anatole Friedland, tunesmith of 20 years ago, whose leg was recently amputated and who, in collaboration with his former team-mate, L. Wolfe Gilbert, from a wheel-chair composed a song called "The Greatest Enemy of Love" . . . Various committees have been formed to help put this song up on top. . . . Eddie Cantor, George Jessel, Al Jolson, Burns and Allen and Jack Benny have united to get vocal air performances on the song. . . . Victor Young, Rubinoff, Paul Whiteman, Ted Lewis and Jimmie Grier are the ork boys out plugging for band shots on the air. . . . After the critics heard the record of "By United Press," their decision was that it is more like the old Eveready hour than March of Time. . . . Johnny Green's first composition in a year, called "Such Goin's On," will be done by Fred Astaire tomorrow night.

● ● ● Tess (Aunt Jemima) Gardella will be heard in Federal Court first within the next thirty days. . . . That tire company's decision on Baby Rose Marie, Joey Ray and Yasha Bunchuk's ork is expected tomorrow. . . . Zeke Manners auditions for an important network show this week. . . . "Tune in at 3:15 a.m. for the coronation of King Edward!" Edward Gallaher bravely plugged to KTUL's audience. . . . This brought a confidential telephone voice of a woman with a sense of humor. . . . "Don't tell anyone, but it is rumored that Edward won't be crowned—they say it will be George VII!"

ORCHESTRAS - MUSIC

TED LEWIS and ork succeed Henry T. Busse at the Chez Paree May 25. Spot will have an NBC wire.

Nano Rodrigo and Ferde Grofe will play a private affair at the Waldorf Astoria May 22. CRA set the deal.

Lou Bring and band will replace Jimmy Joy and his lads at the Continental Room of Chicago's Stevens Hotel. They'll be aired via NBC.

Russ Morgan and the band, now on the Philip Morris show over NBC and CBS, will play a week at Manhattan Beach, Aug. 8. They're also scheduled for Fernbrook Pavillion, Luzerne, Pa., May 31.

Benny Meroff has perfected plans to out-swing with a new concoction he calls jibe, supposedly similar to it but wilder. Four hand-

picked members of the Meroff musical aggregation explained and demonstrated it on the Walt Framer Show Shopper program from KDKA Pittsburgh on Friday.

Eddie Duchin deserts the Plaza's Persian Room May 27 to take possession of the Chi Palmer House during June and July and the Los Angeles Cocoanut Grove during August. He'll return to the Plaza in September. Duchin has just published his second volume of "Duchin Piano Styles".

Phil Levant and ork, now heard at Kennywood Park, will be aired for the first time this season on WCAE, Pittsburgh, tonight.

Harry Horlick, just returned from a world cruise, admits he's just about to go commercial, at the request of an insistent sponsor.

GUEST-ING

MR. and MRS. JESSE CRAWFORD, booked by Herman Bernie office for American Can program with Ben Bernie, May 25 (NBC-Blue, 9 p.m.).

PAULINE FREDERICK and PHILLIPS HOLMES, on Kate Smith Band Wagon, May 20 (CBS, 8 p.m.).

FRED MacMURRAY and MAY ROBSON, with Bette Davis and John Beal, on Lux Radio Theater, tonight (CBS, 9 p.m.).

EDWARD G. ROBINSON, on Richard Himber program, tonight (NBC-Blue, 10 p.m.).

JAMES MELTON, interviewed by Nellie Revell, tomorrow (NBC-Red, 5 p.m.).

CONNIE BOSWELL, LEE TRACY, LIONEL STANDER and WILLIAM GARGAN on Kraft Music Hall, May 20 (NBC-Red, 10 p.m.).

JOSE ITURBI, on Chase & Sanborn show, May 30 (NBC-Red, 8 p.m.).

Three Ohio Stations Joining Mutual System

(Continued from Page 1)

WJAY and WHK, Cleveland, and WHKC, Columbus, all owned and operated by United Broadcasting.

On the effective date, WJAY will become the Cleveland outlet for all Mutual shows, and in turn WJAY will originate network programs for MBS. Meanwhile KGAR will continue as Mutual's Cleveland affiliate.

Three Ohio outlets will give Mutual total web of 56 stations. H. K. Carpenter, vice president of United worked out the deal with Fred Weber, general manager of Mutual.

'Arbitration' Program Prepared by Alexander

(Continued from Page 1)

men and every precaution is taken to make the program fool-proof. Four-fold purpose of the programs is outlined and show will differ from the "Good Will Court" in that two sides will be heard, no legal entanglements involved and decisions instead of advice will be given.

WMT Installs Transradio

Cedar Rapids, Ia.—WMT has completed installation of Transradio teletype service. Doug Grant, program director, now has 11 daily newscasts scheduled, with more planned. Bill Quarton, sales manager, sells them as fast as they are put on.

Benne Alter, announcer, has taken over the early morning news programs. Roy Cox does the afternoon spots, and Grant has the remainder.

M. J. Mara Quits Radioaids

West Coast Bureau, RADIO DAILY

Los Angeles—M. J. Mara resigns as president of Radioaids Inc., effective May 31. He is leaving the firm of program producers and transcribers to line up a broader connection in radio.

WITH THE ★ WOMEN ★

By ADELE ALLERHAND

NANCY KELLY is oh so pleased to have won out over all the competitive auditions for the role of Nancy Miller in the new "Myrt & Marge" radiopus.... Donna Damerel, "Marge" to you, hasn't decided on a suitable moniker for her new son, born Thursday p.m.... Ned Wever of "Dick Tracy" fame added to cast of "Big Sister"... Famille "Gump" is agitated these days, with Wilber Walter, (Andy) a laryngitis victim, subbed for by Hyman Brown, Jackie Kelk, the script's Chester, cramming for his algebra exam at the Professional Children's School, on account of he misses the algebra period every day for broadcast reasons, and Agnes Moorehead (Min) extending herself to entertain her mother and a friend visiting from Columbus.... NBC's new "Day Line Movie Pilot," offers Regina Crewe, flicker ed of the New York American, as its guest critic today and Rose Pelswick, who functions similarly for the Journal, on Wednesday....

Chi's busiest lady of the mike is Gale Page.... She's aired in "Today's Children" at 9:45 Wednesdays; "Charlie on the Spot" at 12:15; rehearses for "Tea Time at Morrell's" at 1:30; broadcasts with the Harry Kogen Ork at 5:30; adorns the Drake Floor Show from 7 to 2 a.m.... Joana Brodel, infanta of the Brodel trio, signed by Republic Pix, thanks to Irving Mills.... Marjorie Steele was Veronica Wiggins' Sabbath ether-guest over WINS.... Pauline Ferne, otherwise 'titled KMMJ's "Oregon Girl," whose voice is sometimes mistaken for a man's, is an 18 year old senior at high school.... Pauline's featured on "Arkansas Travelers Jubilee".... NBC's Artists Service secretarial lasses are moving about these days, with Ellen Egan, formerly Sam Ross' amanuensis, now working for Mrs. Ethel Gilbert and James Stirton; Geraldine Fenrich now sec to Fred Niblo, and Marian Betz engaged in secretarial labors for William Hillpot and Sam Ross....

Marian Anderson sailed Saturday for South America and a two-month concert tour.... Nellie Revell's June 1 guest-of-honor will be Gladys Swarthout.... Doris Dudley will entertain papa Bide for the duration of his West Coast sojourn.... Cincinnati's songbird, Mary Braun, is heard each night over WBNO on the commercial that emanates from the St. Charles Hotel bar....



"THRILLS"

Union Oil Co.

KFI—NBC Coast Red network,
Wednesdays 9 p.m. PST.
Lord & Thomas

EXPERTLY DRAMATIZED HISTORIC THRILLS IN "MARCH OF TIME" MAN- NER, WITH SYMPHONY ORCHESTRA BACKGROUND.

Produced by Frederick C. Dahlquist, this program, which is the first that Union Oil Co. has liked well enough to renew, rates a wider audience than a coast net. Last week's show opened with enactment of Dr. Wilfred Grenfell's heroic lifesaving adventure in the Labrador storms; jumped to the scenes back in the thrilling experience of Mrs. Bixby's letter from Lincoln and finished with an impressive and well done pre-enactment of the coronation scene.

Weekly musical "thrills" picked by David Broekman's orchestra and Paul Taylor chorus did "Great Day" and "Halleluja."

High spot of the show, worked in just before the coronation scene presented Glenn Martin, in person, describing the thrill he had in two flights from the mainland to Catalina island, the first time in his home built little pusher plane 25 years ago, and again, the day before the program, on the exact anniversary, flying his big China Clipper over the same route, with his mother as passenger. Martin read his script badly, but the fact that he was there to tell his own story packed in enough interest to make up for his unprofessional delivery.

RICHARD BROOKS

Fairbanks-Morse Conservador
WNEW, Monday through Satur-
day, 7:45-8 p.m.

TOPNOTCH COMMENTATOR ADDS A PERSONAL TOUCH TO THE NEWS OF THE DAY.

Something new is in the offing for the suave radio fan—a commentator who seems to be able to talk to every listener individually. Richard Brooks talks of the "Little Things in Life," taken from the day's news, and result is a pleasing quarter hour of human interest stories related with an eye to their news value to the dialer. Program is unique in the respect that Brooks inserts a commercial plug for the sponsor only once, and then for less than one minute. Good selection of material plus good commentator make for a top-notch show.

HOBART BOSWORTH

("Dean of Hollywood")

Sustaining
KNX-CBS network, Fridays,
6:15 p.m. EDT.

AMABLE CHATting BY VETERAN STAR DRAWING ON HIS COLORFUL CAREER.

Making his radio debut, Hobart Bosworth of the films—and also one

of the stage—displayed a mike voice and personality with good possibilities. With a long and colorful career as background, Bosworth's programs will be devoted to talking about the screen and stage and his own activities in those fields. Initial quarter-hour was devoted by Bosworth to a little introductory biography of himself and how he took turns at being a sailor, cowboy, prize fighter, wrestler, etc., before finally making a name in the theatrical world. He is an ingratiating as well as interesting talker, and should win plenty of listeners.

"HOLLYWOOD NEWS"

with Del Casino, Ray Block's
Orchestra

Nozema Chemical Co.

WABC, Mondays and Fridays,
7:30-7:45 p.m.

Ruthrauff & Ryan

SNAPPY LITTLE BATCH OF MOVIE CHATTER AND MUSICAL TRIMMINGS.

To get out of the rut of the many other radio programs that dish out Hollywood gossip, this offering varies the process by having one announcer read the headlines, while another man reads the items. It's snappy and effective touch. Selection of the items also was good. Program contained two batches of the film chatter, interspersed with Milton Herth as guest star playing a couple of numbers at his little organ, Del Casino in "Too Marvelous for Words," and Ray Block's Orchestra for very satisfactory musical envelopment.

Kate Smith Band Wagon

Last Thursday night's Band Wagon supplied another reason why the Broadway legit houses miss some trade on this particular evening of the week. Dramatic portion of the program was a special radio version of "Five Star Final," with Edward G. Robinson as guest star. Almost 40 minutes of time was given to this portion of the program, and that was time enough to put on a mighty good compressed version of the stage and screen hit, working up to a real punch climax. Kate Smith and Producer Ted Collins always assemble a good cast for their dramatic presentations, and the troupe used in "Five Star Final" was no exception. Drama is destined to play an increasingly important part in radio entertainment, and it is a wise radio producer who gets aboard the wagon early and proceeds to develop that end.

A repeat of "Ain't Gonna Sin No More," with the "Happy Am I" interpolation, was Miss Smith's vocal highlight of this program. She was ably assisted by her surrounding vocalists. Henny Youngman dispensed another batch of his laughs. Jack

NEW BUSINESS

Signed by Stations

WBT, Charlotte

International Harvester, Chicago, nine daily spots, four weeks, through Aubrey, Moore & Wallace, Chicago; Free State Beer, three weekly spots, four months, through Harry J. Patz Co., Baltimore; American Oil Co., spots, 10 months, through Joseph Katz Co., Baltimore; Reliance Mfg. Co., 15-min. studio program weekly, 10 weeks, through Mitchell-Faust Adv'g Co., Chicago.

WBBM, Chicago

Snyder Packing Co., Men of Zest, male octet, thrice weekly, through Stewart, Naford & Frohman; Nipper-sink Country Club of Wisconsin, summer vacation show with Cheri McKay, Three Notes and Norman Ross, through Kirtland-Engel; Chicago Motor Club, "On to Adventure," travelogs directed by Frank Steele of McJunkin agency, also daily "Voice of Carelessness," dramatized safety lessons.

WBNX, New York

Hecker H-O Co., German language spots, through Erwin Wasey & Co.; Pollyanna Shops, German spots and musical program; Boleslaw Rosalak, Polish program; Triangle Furniture, German program; Elsie Maria Troja, German program; Haenlein & Esch Wines & Liquors, German program renewal; Dr. Benjamin Schwartz, German spots renewal.

WOR, Newark

Maryland Pharmaceutical Co. (Rem), Baltimore, thrice daily weather announcements starting Sept. 26; Colgate-Palmolive-Peet (Supersuds), "Women Make the News," with Vincent Connolly, five times weekly, through Benton & Bowles.

Miller and his orchestra supplied the instrumental background very efficiently.

"The Uncrowned King"

The saga of Lawrence of Arabia unfolds in a series of deftly handled transcriptions by Transamerican Broadcasting, with a convincing and literate script by Eaton Cromwell, in collaboration with Lionel Atwill, Don Becker, who also produced it, and Russell Hughes. The first episode, establishing background and the launching of the plot, introduces a more than competent cast headed by Lionel Atwill, whose familiar histrionic spell-binding loses none of its authenticity because of his physical absence. The tenth episode reveals the revolt in full blast, with all the concomitants of battle noises, insinuating Oriental wind-music and blasts of full-flavored Eastern heroics. Fred Harrington as Auda and Fortunio Bona-Nova in the character of the suave Nasir establish themselves as fit protagonists for the Lawrence of Atwill. Episodes are 30 minutes long.



★ Coast-to-Coast ★



SSMITH BALLEW, who followed Al Jolson as m.c. on the Shell show, has been signed for Principal Production pictures, Sol Lesser's offices announce. Contract is long term. First to be "Western Gold." He made his screen debut in "Palm Springs."

"Thomas Lee Presents—" program on Don Lee net Thursday will feature premiere of Con Conrad and Herb Magidson's new song, "I'm Goin' Down to Dance at Clancy's."

Baby daughter born to Mr. and Mrs. Paul R. Winans. Father is head of Advertising Arts agency. Mrs. Winans is, professionally, Mary Janet, operatic soprano.

Allen McGuire, KGU, Honolulu, stopped in Los Angeles on his way to San Francisco to return to his islands.

Jack Carter, pioneer KNX announcer, with the station for past ten years, resigned last week, as did Sam Siegel, news department, and Jack Turley, assistant purchasing agent.

C. P. MacGregor Co. recording 26 sides of Harry Owens and his Royal Hawaiian ork; music all Owens' own. For MacGregor library service.

William Price of the general offices of Hearst Radio Chain is here to take charge of accounting department switchover on KEHE, from Herald Express ownership to Hearst Radio.

Dan McBain taking his annual leave from announcing, leaving KEHE staff to take charge of remotes and announcing for Catalina island. Hudson Lyon replacing him on KEHE.

Ralph's Grocery, largest of the independent chains, taking its first flier at radio advertising with two-week participation spot in KNX Housewives Protective League program. Boston Food Products Co. taking 52-week participation in same program.

Leo Tyson, general manager of KMPC, busy with architects on plans for station improvements and remodeling.

Clarence Muse has been signed to work with Buck Jones in a serial Columbia is making. He'll write his own script and is at work on a song, "No More Sleepy Time," a sequel to his popular "When It's Sleepy Time Down South."

Gary Breckner, special events announcer for CBS, off for Catalina Island to do afternoon "man on the street" broadcasts and to announce the bands, first of which will be Dick Jergens, followed by Jan Garber on July 1.

Flock of radio celebs doing their between program resting at Arrowhead Lake. Among last week's visitors were Mr. and Mrs. Eddie Cantor, Mr. and Mrs. Robert Montgomery, Frederic March, Jack Benny and Mary Livingstone.

FRANK DAHM, author of "Pretty Kitty Kelly", has assumed temporary direction of the program, heard Monday through Friday over CBS. Dahm will direct for three weeks while the regular producer, Kenneth MacGregor, takes his vacation.

Having no network affiliations, KFRU, Columbia, Mo., avoided disappointing its listeners on Coronation Day by producing within its own facilities a dramatized re-creation of the various Coronation events.

Ila Dudley's "The Open Door" program on WISN, Milwaukee, brought such a response that it has been expanded to a twice-weekly presentation, Tuesday and Thursday at 8:30 p.m. The WISN dramatic staff cooperate with Miss Dudley in presenting a five-minute drama depicting some problem of home or heart.

It's the Malone family now, since Mr. and Mrs. Stranger Malone have a brand new baby girl at their home in Clay Center, Neb. Stranger Malone is the popular entertainer over KMMJ, known to his listeners as "Pappy".

Walt Framer and Jimmy Murray, familiar Pittsburgh mikemen, have a new series of "Man on the Street" broadcasts for a sponsor on Saturday afternoons.

Gene O'Fallon of KFEL has been named radio chairman for the Elks' 73rd national convention opening in Denver July 11.

Smiling Bob Leefers, recent addition to the Cedar Rapids studios of WMT, has taken over the early morning "Tall Corn Time" program which comes on the air at 5:30 a.m. Does the program in character and is building up a following in the midwest.

Doug Grant, program director for WMT, is taking an early vacation this year in order to make garden and cut brush.

Pre-Television Series In CBS Coast Theater

(Continued from Page 1)
candid camera fans. Script is an original story by Ashmead Scott. Charles Vanda producing, Bill Lawrence assisting. Series is titled "Take the Witness". First story is "The Masquerade Murder".

Carlisle Signed by R-O'K
Charles Carlisle, vocalist, has been signed by the Rockwell-O'Keefe office.

Len Riley, sports commentator of WFBM, Indianapolis, hails Pete De Paolo, winner of 500-mile grind at Indianapolis Motor Speedway in 1925, as his co-worker for broadcasting activities for Race Preparations and Memorial Day feature which will be held on May 31 this year! Initial airing of pair from track was May 12. Frequent broadcasts will feature build-up for pre-race activities.

A dramatization of Clyde Beatty's escape from an angry female tiger on "Indiana on Parade", produced weekly over WIRE, Indianapolis, NBC-Red network station, last week almost caused the veteran circus performer to miss his regular nightly program. Beatty, making a two-night stand in Indianapolis, became interested in the program while listening to a radio in his dressing room and almost missed his opening cue.

Johnny Olson and His Rhythm Rascals have done such a good job for Penn Tobacco Co. that the sponsor has added WTAQ, Green Bay, to the WTMJ show.

Claude Kirchner, formerly at WRR, Dallas, and WROK, Rock Island, is now announcing at WTMJ, Milwaukee.

The only full-hour daily commercial program on the air in Kansas City, Kas., is "The Noon Hour Clock" over KCKN, sponsored by Falconer Furniture Co., with Evan A. Fry announcing.

Dr. Charles M. Courboin, famous Belgian organist who was not heard last week because of the Coronation broadcast, will return to the airwaves over WOR on Wednesday at 10:30-11 p.m.

Charles Arlington is the new announcer on the "Gumps" program.

Francis Wilson, NBC Script Division staff member, did the radio version of John Steinbeck's prize novel, "Of Mice and Men", presented yesterday over the NBC-Red network.

WOR Suit Dropped

The \$10,000 suit in U. S. District Court filed some time ago against Bamberger Broadcasting Co. (WOR) by Nathan S. Zucker has been ordered discontinued by mutual consent. Zucker charged appropriation of an idea he had submitted for a new type program. Show was the Pathe News style of program taken off films in part, for the benefit of Bromo-Selzer a few seasons back. Understood that no monetary consideration was involved in the discontinuance of the action.

DR. PRESTON BRADLEY and the Peoples Church (Unitarian) have rounded out 13 years of continuous broadcasting on WJJD yesterday. Dr. Bradley, well known civic leader and former national president of Isaak Walton league, will discuss his experiences in broadcasting.

Curtis Mitchell, editor of Radio Guide, in New York laying groundwork for moving editorial offices of publication east. Mag. will continue to be published here.

Charlie Gilcrest, radio editor of the Daily News, has moved his wife and young son to Beverly Hills, Cal.

Harry Flannery, news editor of KMOX, St. Louis, visiting CBS here. Also Ken Church, sales manager.

J. Kelly Smith on business trip to WCCO, Minneapolis.

Ruth Brine, voice of Women in the Headlines on WBBM, is continuing show though losing sponsor.

Uncle Ezra (Pat Barrett) wants it understood that the Uncle Ezra Perkins, appearing in the East, definitely is not the Uncle Ezra of WLS and NBC.

Harold Peary, NBC actor, guest of Edgar A. Guest at Detroit over weekend.

Archie Scott, NBC production man, hooked under eye while fishing at Grass Lake. Bucky Harris, another NBC production man, rushed him to surgeon.

Hugh Studebaker has been lecturing to Northwestern journalism classes on radio acting and writing.

Tom Fizdale back from the coast where he helped set the Johnson Wax (Fibber McGee) show for stay in Hollywood.

Margie Dee now singing with Anson Weeks at the Edgewater Beach Hotel.

Charlie Lyon at Indianapolis to broadcast qualifying rounds of 500-mile memorial day race.

WLS Hilltoppers (Ernie Newton, Tommy Tanner and Don Wilson) are vacationing.

Anne Stone, NBC actress, called to Hollywood by serious illness of mother.

Irna Phillips in Minneapolis over weekend for talk with her sponsor, Pillsbury's.

Harry Cansdale has left WAAF to join dramatic staff of WLW, Cincinnati. Eugene McGillen has taken his place here.

Eddie Richmond and Jack Clarke have organized Allied Artists publicity service at 39 S. LaSalle Street.

The Pickard Family have left WGN for WCAU, Philadelphia, with Drug Trades continuing as sponsor.

John McCormick, WGN announcer, is leaving station to join WBBM staff.

Morin sisters are pinch-hitting on Breakfast Club and Club Matinee for Hollywood High Hatters, whose Ruth Jackson has had a throat operation.



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 70

NEW YORK, N. Y., TUESDAY, MAY 18, 1937

FIVE CENTS

Songwriters Ask ET Fees

Looking On AND LISTENING IN

RADIO DRAMA Slowly but surely a form of drama specifically designed for entertainment of radio audiences is being created, perfected and popularized.

Judging by the samples already offered, it isn't hard to visualize a day in the not too distant future when "first nights" of radio plays will be as much an event as the present premiere performances of Broadway's legitimate theater.

Under this future state of affairs, dramas will not be broadcast just once and then scattered to the winds.

They'll be repeated on the networks and released to independent stations afterward.

The critics' reviews will drum up new listeners for the good shows, and at least arouse discussion on the bad ones.

Front rank authors will be able to get enough royalties from repeat performances to encourage them to write for radio.

Think of the conveniences and comforts that the radio drama will be able to offer its audiences—and the critics.

No delayed curtains.

No late comers stepping on your corns. Smoking all through the show.

And immediate relief, by a twist of the dial, if the show happens to be that bad!

Of course, there are those who will say that it can't be done—that it's just a fantastic theory—and that drama over the air will never give the satisfaction that audiences get from performances in the theater.

That's what they said about the movies, too.

Radio Delivers

Dayton, O. — When six major airports and three private pilots couldn't provide a plane to fly Virgil Murphy, manager of Miami Hotel, to the bedside of his stricken wife in Florida, the frantic Murphy called WHIO and asked that his plea be aired. Within 30 minutes three planes had been offered, and soon Murphy was winging south.

PROTESTS USE OF CKLW TO BROADCAST TO U. S.

By GEORGE W. MEHRTENS
RADIO DAILY Staff Correspondent
Washington—Apparently issuing a call for "American first" in radio, Congressman Gardner R. Withrow (Prog., Wis.), has sent a letter to Chairman Anning S. Prall of the FCC asking why Mutual Broadcasting System has selected CKLW, Windsor, Ont., to broadcast programs to Detroit audiences when a Detroit station could do the job, RADIO DAILY learned yesterday.

"It would seem to me that (American programs broadcast to American audiences should use American outlets wherever possible," says Withrow in his letter. "In order that I may have the picture clearly before

(Continued on Page 3)

Nebraska Governor Signs Anti-Ascap Bill

Lincoln, Neb.—Gov. R. L. Cochrane yesterday signed the anti-Ascap bill which becomes effective at once. Attorney-General Hunter said he didn't know how the bill could be enforced.

Forcing Court Ruling On Baseball Reports

Detroit—As a result of arrangements by James F. Hopkins, manager of WJBK, to obtain baseball reports despite refusal of Western Union to supply the service to him, the fight of WJBK to compel W.U. to give him the same service as it is giving another station here is expected to be forced back into the courts.

The U. S. District Court last week

(Continued on Page 3)

Transcription Licensing on Songs Published After June 1 Being Taken Over By Writers' Own Ass'n

Libel Bill Signed

Des Moines—Bill recently passed by the Iowa legislature exempting radio stations from damages for libelous statements carried on the air, provided station proves due care was exercised to prevent the statements, was signed last week by Governor Kraschel.

PROCTER-GAMBLE ADDING FRIDAY SERIES ON NBC

Procter & Gamble on June 4 will extend the "Personal Column of the Air" program on the NBC-Red network, 4:15-4:30 p.m., to include a Friday series at the same time and on the same number of stations. New schedule will be on the air Mondays through Fridays. The NBC-Blue network show remains as it. P. & G., under the new schedule, will have 21½ hours weekly on NBC nets exclusively.

13 WGN Accounts Sign Renewals for 52 Weeks

Chicago—WGN has 52-week renewals on all the following current accounts:

Gen. Mills, "Arnold Grimm's Daughter"; Cudahy Packing, "Bachelor's Children"; Borden Wieland, "Marriage License Bureau Ro-

(Continued on Page 3)

Council of the Songwriters' Protective Ass'n yesterday took the most important action in its career and notified all members that, in accordance with their agreement with the SPA, the organization will exercise its right to administer all rights assigned to it, with the exception of the small rights assigned to Ascap. The proposed action becomes effective June 1, and applies only to such works as the writer in question disposes of after that date. SPA move is not retroactive.

The rights concerned in the SPA move as outlined by Irving Caesar, president, are particularly electrical

(Continued on Page 3)

LOUIS-BRADDOCK MATCH GOES TO BUICK ON NBC

Buick Motor Co. has signed with NBC for the exclusive right to broadcast the blow-by-blow description of the Braddock-Louis fight over 125 stations of the combined NBC-Blue and Red networks. Fight will be staged in Chicago on June 22, and program is expected to take the air

(Continued on Page 8)

Notre Dame Home Games Will Be Aired by NBC

NBC yesterday announced that plans have been completed for broadcasting all Notre Dame home football games this fall on a sustaining

(Continued on Page 3)

Texaco Gives Eddie Cantor New Agreement for Six Years

Good-Will Campaign Discussed by Ascap

Inauguration of a new policy of public relations designed to bring good-will to Ascap was presented yesterday to the opening session of the three-day meet of field repre-

(Continued on Page 8)

Texas Co. has signed Eddie Cantor to a six-year contract for its Texaco Fire Chief programs, new agreement ending in June, 1943. Gas company signed the comedian yesterday on the coast through the William Morris offices and The Buchanan Co. (formerly Hanff-Metzger) agency.

Contract is the second long-term

(Continued on Page 8)

3 Agencies Expand

Though the hot summer months usually are a slack period for advertising agencies, three of them are moving to larger quarters because of increased business demands. L. H. Hartman Co. Inc., located at 444 Madison, has added an additional suite of offices. Montrose-Rosenberg Co. will increase present quarters. Casimer-Best agency moves to larger space.



(Registered U.S. Patent Office)

Vol. 1, No. 70 Tues., May 18 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahr, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk and Verne Bailey, 6425 Hollywood Blvd. Phone Granite 6607.

Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.
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FINANCIAL

(Monday, May 17)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	165	163	163	— 1
Crosley Radio	19 1/2	19 1/2	19 1/2	+ 3/4
Gen. Electric	50 3/4	50	50	— 3/4
North American	23 3/4	23	23	— 3/4
RCA Common	8 3/4	8 5/8	8 3/4	— 1/4
RCA First Pfd.	66	65 1/2	65 1/2	— 3/4
RCA \$5 Pfd. B	(90 Bid)	110	(Asked)	
Stewart Warner	18 3/8	17 3/4	17 3/4	— 3/8
Zenith Radio	34 1/2	33	33	— 2

NEW YORK CURB EXCHANGE

Hazeltine Corp.
Majestic
Nat. Union Radio	21 1/8	2

OVER THE COUNTER

	Bid	Asked
CBS A	53	55
CBS B	52 1/2	54 1/2
Stromberg Carlson	12 3/4	13 3/4

Italian-Swiss Colony Plan Series on Mutual

Another classical music program, introducing Silvia Grazzini, coloratura soprano already known in concert circles, and a symphony orchestra directed by Eugene Plotnikoff, will start on WOR-Mutual early in September under sponsorship of Italian-Swiss Colony (California wine distributors). Program will probably have an 8-9 p.m. Friday spot.

New Chi Airshow Firm

Chicago — Abbott Ross, David Brazel and L. J. Hertzberg have formed Airshows Co. with offices at 139 North Clark St. to make and distribute broadcast recordings and films.

NETWORK SONG FAVORITES

Following is an accurate list of performances for the week ending May 15, covering songs played from 5 p.m. to 1 a.m. on CBS and two NBC networks. Only compositions played 15 times or more are included. This listing is a regular Tuesday feature in RADIO DAILY.

Selection	Publisher	Times Played
Where Are You (Leo Feist Inc.)	34
Carelessly (Irving Berlin, Inc.)	33
Too Marvelous For Words (Harms, Inc.)	30
September In The Rain (Remick Music Corp.)	29
There's A Lull In My Life (Robbins Music Corp.)	28
Never In A Million Years (Robbins Music Corp.)	23
Love Bug Will Bite You (Santly Bros.-Joy, Inc.)	21
Wake Up And Live (Robbins Music Corp.)	20
Blue Hawaii (Famous Music Corp.)	19
It Looks Like Rain (Joe Morris Music Co.)	19
They Can't Take That Away From Me (Chappell & Co.)	18
Was It Rain (Santly Bros.-Joy, Inc.)	18
Boo Hoo (Shapiro, Bernstein, Inc.)	17
Let's Call The Whole Thing Off (Chappell & Co.)	17
On A Little Dream Ranch (Shapiro, Bernstein, Inc.)	16
How Could You (Remick Music Corp.)	15

Mpls. A Cappella Choir Returning in September

Minneapolis—The Minneapolis A Cappella Choir of 60 mixed voices, a feature attraction with its "Majesty of Song" program on WTCN Sundays for the past four months, returns to the air in September. The sponsors adroitly hung the announcement of the new series of concerts on George Hultgren, conductor of the choir since its organization, and known as the Bernie Bierman of song.

The choir spawns a new soloist almost every program. In addition it has a regular male quartette, a male chorus, and most recently put its women's chorus into a program. Fan mail has been big.

Sponsor is the Minnesota Federal Savings & Loan Ass'n. Account is handled by Luther Weaver and Associates, which agency first put the choir on the air. Weaver took the role of announcer in the final program.

KXBY's New Studios Are Formally Opened

Kansas City—New studios of KXBY on the 22nd floor of the Fidelity Bldg. were formally dedicated over the week-end, with attendance including two plane loads of agency executives from Chicago and New York. H. R. Makelim, general manager of KXBY, chartered the TWA planes to bring the men here.

Saturday's program included an inspection of the studios, followed by a banquet at night in the Hotel Muehlbach.

No WHN-Union Deal Yet

No agreement has been reached yet in negotiations between the ARTA, technicians' union, and WHN, it was stated yesterday by Louis K. Sidney, managing director of the station. Another parley is scheduled for tomorrow.

New Coast Disk Firm Plans Heavy Schedule

West Coast Bureau, RADIO DAILY
Los Angeles—Aerograms, Inc., newest of Hollywood's recording companies, with a group of old timers in the recording game at the helm, makes its bow this week, and by week-end expects to be in full swing on a heavy production schedule. Plant is less than a block from Hollywood and Vine, at 1611 Cosmo. Gordon d'A. Soule is president and production chief. C. Curtis Bird, business manager; Harold Soule, chief engineer and Harry P. Cos in charge of sales.

Policy will be to supply complete service for advertising agencies, recording with modern equipment under direction of agency's own production staff, or furnishing a complete production department, from script to disk, for agencies that do not wish to produce. Work is to start next week cutting at least three show series that will range from five minutes to half an hour for each episode.

Studios are of new design, with non parallel reflecting surfaces, special acoustical treatment of walls and ceilings.

Among innovations will be equipment for monitoring on set, with portable mixing turret for use in either of the two studios, or in monitor room.

Remler Recording Amplifiers form the nucleus for several channels of newest high fidelity type of installation. Test rack permits instant routine testing of all equipment. There are four recording machines, with two wax lathes weighing more than half a ton each, and lighter equipment for use where immediate playback is wanted. Extra channel is for use in recording on portable set, for out of the studio work.

2 WGN Shows Fade

Chicago—Bowman Fireside Theater on WGN fades June 2, returning Sept. 29, probably with tab operas. Behind Camera Lines, a Charles P. Hughes production, closed last week.

COMING and GOING

ABNER SILVER, songwriter, sails tomorrow on the Normandie for England. He will write music for Gaumont Pictures there.

PIERRE DE LANUX, noted French air commentator, arrives today on the Normandie from England.

HALE BONDURANT, sales manager of the Central Broadcasting Company, owner of WHO, Des Moines, who was on a business trip to Chicago and Detroit, returned to his desk yesterday.

JOHN MAYO with MRS. MAYO and his mother are due back in town today from a trip to Washington.

HUGH BOICE, JR., national sales manager of WNEW, left last night for Chicago on business.

PEDRO DE CORDOBA, stage and screen star, flew in from Hollywood to appear in the Spanish Pageant at Madison Square Garden and engage in air work.

WELCOME LEWIS is motoring to Hollywood on a business and pleasure trip.

BEN COHN planes today via TWA for Hollywood to open coast offices for George B. Evans.

RICHARD KOUNTZ, head of Witmark Standard department, is in Hollywood on business and is expected back in New York May 25.

DAVID NILES will return Thursday from his business trip.

TERCY DEUTSCH, WBS president, returned to his desk yesterday after a Los Angeles trip.

HERBERT AKERBERG, CBS vice-president in charge of station relations, is expected back in New York today or tomorrow. He was in Texas yesterday.

SAMUEL H. COOK of WFBL, Syracuse, is in New York.

S. HUOK of Hurok Attractions sails May 19 on the Normandie for a summer talent hunt through Europe.

VICTOR M. RATNER, advertising and sales promotion head of CBS, leaves Friday for three week vacation trip. Will spend at least part of the time in the mid-west.

WWVA Wheeling Show Is Shifted to Theater

Wheeling, W. Va.—"It's Wheeling Steel," Sunday noon show aired over WWVA here and WPAY, Portsmouth, O., has shifted from the WWVA studios to the Capitol Theater, where it will hereafter be aired before an audience. Eddie Johnston, Dayton Powell, Walter Shane, Musketeers Quartet and an orchestra directed by Earle Summers comprise the talent, with John Carter of Wheeling Steel as narrator.

WMBO Transmitter Tests

Auburn, N. Y.—WMBO last week started its 30-day program test period with its new RCA high fidelity transmitter and new vertical antenna, with increase of power to 250 watts daytime. The new transmitter is one of the first in a new series of RCA Type 250-D for 100-250 watts.

RADIO EVENTS, INC.

AN INDEPENDENT PRODUCING GROUP SERVING ADVERTISING AGENCIES

535 Fifth Avenue,
New York, N.Y.From script to production—
that's extra something that's good radio

SONGWRITERS' ASS'N DEMANDS DISK FEES

(Continued from Page 1)

transcription and motion picture synchronizations. These are now cleared by publishers through the offices of the Music Publishers Protective Association and the chairman of that board is usually appointed agent and trustee to collect such license fees.

Electrical transcription firms have been informed by Caesar, via letter, that in the future the SPA will clear all numbers disposed of by its members after June 1. At the same time SPA members have been informed there is no intention of embarrassing them or the people who buy such rights and no attempt to increase the present type of license fees for synchronization and electrical transcriptions.

Music publishers have also been formally advised of the situation. This leads to the strong possibility of a war between writers and publishers.

In his letter to members, Caesar asks them to remember that television is coming along soon and that, for instance, there are 250,000 slot machines playing phonograph records at 5 cents a selection and that none of this money accrues to the writer of the songs in question.

SPA states that everything should go on as usual in so far as music users are concerned, excepting that the writer will clear and retain his rights through SPA. Something the publishers have always done themselves.

13 WGN Accounts Sign Renewals for 52 Weeks

(Continued from Page 1)

mances"; Gordon Baking, "Lone Ranger"; Libby, McNeil & Libby, Dave Bacal, organist; Alka Seltzer, Tom, Dick and Harry; Northern Trust, "The Northerners"; Pabst, Sports Review; Sawyer Biscuit, man-on-street; Bayer Aspirin, "Wife vs. Secretary"; Cal Aspirin, "Painted Dreams"; Sure Laboratories, "Toast to Romance"; Ovaltine, "Little Orphan Annie."

A new account is "Musical Mail Box," 42nd St. Sales Corp., through McGiveran-Child agency.

NEW PROGRAMS—IDEAS

Real Clue-Hunters Aired

With the mystery yarn increasing in popularity every day, KSTP, St. Paul station, aired a stanza Monday to show how clue-hunters actually work. Frame was aired from the recently-established criminology laboratory of the St. Paul police department, with Dr. John Dalton, chief criminologist, interviewed as he worked over his microscopes, test tubes and retorts, examining evidence in the latest murder and hit-run death cases.

Broadcast, via the station's mobile transmitter, caught Dalton in the midst of several investigations, one piecing together bits of headlight glass found near a hit-run victim's body and other pieces from a suspect's car; the other combing over a pair of shoes for dirt for microscopic examination in an assault case. Dalton also interviewed on his toughest cases; also on how, through a mere piece of broken rivet and a tiny strip from a running board built up two cases, sent two fellows to the bastille. Dalton also told of what he thinks of the so-called perfect crime, and how the exactness of science helps the modern sleuth.

Realism emphasized throughout, especially the difference between the fiction sleuth and the real thing.

Laughs In The News

"Chuckles and Oddities in the News" is a new program featuring Pat Flaherty, sponsored by Nevelow Bros. Auto Supply Stores, over WOAI, San Antonio. An unusual angle of the program is that each day continuity will be linked with the product being sold, at the same time carrying out the same theme and make-up of the program from day to day. For example, radio star gossip will be broadcast on days when radios are promoted; places to fish, swim and interesting sights to see will be broadcast when tires are sold; oddities about automobiles will sell automobile accessories and human interest items from the news, unusual angles, etc., will sell refrigerators. In addition, the program will be heavily merchandised. It will be featured in newspaper ads, Pat Flaherty will make personal appearances at the stores, regular week-end sales of Nevelow Brothers will be tied-in with the broadcast and placards telling about the program will be placed in all six of Nevelow Brothers Stores. A contest and an offer are contemplated after the program has been under way for a few weeks. The program was placed by Bernard M. Brooks Advertising Agency.

Series from Old Letters

A new 13-week dramatic series being inaugurated over KJR, Seattle, depicts pioneer life of the Pacific Northwest from letters 80 to 100 years old, never before made public. Dramatizations are being given by Ted Bell, director of the radio department, Cornish School of Seattle.

The sketches from the letters of America's "last frontier," most recently settled of all sections, have been prepared by Don Cook and his associates in the radio department of the University of Washington. Characters are portrayed by actors from both the Cornish School and the big Seattle "U."

'Teen Age Amateurs

A new series of programs, "Amateur 'Teen Age Follies,'" is now heard over WJBK, Detroit, every Wednesday and Friday evening, 7:30-8:30. The show features the cream of Detroit's talent between the ages of 13 and 20. "Teen Age Follies" is under the personal direction of Uncle Nick Nichols, who has been handling juvenile performers around Detroit for the past decade. Program sponsored by Borin Bros., ice and fuel dealers.

Seeing the City

"Seeing Kansas City," a new weekly quarter-hour sustaining feature aired by WDAF, Kansas City, is credited to the local real estate board as a gesture of courtesy. Hazel Hopkins, staff writer, does the scripts and the show presents dramatizations of visits to various local points of interest such as the art gallery, municipal airport, union station and Liberty Memorial.

From Marriage Bureau

WIRE, NBC-Red affiliate in Indianapolis, has started a marriage license pick-up each Saturday noon with the title, "So You Want To Get Married?"

Program, broadcast direct from county marriage license bureau, features questions of would-be newlyweds and presents by local sponsors. Jack Stilwill is handling the announcing.

Classified News

Daily 6:15 p.m. news program on KDYL, Salt Lake City, is presented in departmental form—local, foreign, sports, markets, etc. Idea is to give a bird's-eye view of all news to listeners who miss the shorter newscasts during the day. All spot ties in for the program were readily sold.

Troubles of the Heart

Under the title of "Tell Mrs. Griggs," a new heart-ache series is being conducted by Nancy Grey over WTMJ, Milwaukee, on Tuesdays and Thursdays at 3:15-3:30 p.m. James Irving writes the scripts, and response from listeners has been very good.

RECORDINGS

Productions -:- Transcriptions

Sound Reproductions Corp.

17 West 46th St.
New York City

Telephone
BRY 9-8265

PROTESTS USE OF CKLW TO BROADCAST TO U. S.

(Continued from Page 1)

me, may I ask for an immediate answer."

At the FCC it was learned that the letter had been referred to A. D. Ring, Commission engineer, and to the legal division for further consideration.

Notre Dame Home Games Will Be Aired by NBC

(Continued from Page 1)

basis. Partial schedule follows: Oct. 2, Drake; Oct. 23, Navy; Nov. 6, Pittsburgh; Nov. 27, Southern California. Phillips Carlin, who has handled football arrangements for NBC for the past 10 years, negotiated the agreement.

WLW likewise will carry the Notre Dame games, with Red Barber at the microphone, and it is possible that WLW will feed to programs to MBS as it did last year.

Forcing Court Ruling On Baseball Reports

(Continued from Page 1)

refused to grant WJBK an order, and the station took its case to the FCC on the grounds that W. U. is a common carrier.

Circus Pickup

Akron—On May 25, WJW will broadcast direct from the show grounds of Cole Bros. Circus. Personal interviews will be heard with Clyde Beatty, famous animal trainer, and Ken Maynard, favorite movie star of the west. A street parade broadcast is scheduled to be made from three points.

Chicago Centennial Series

Chicago — Lawyers Legislative League of Illinois is sponsoring a new series of dramatic programs titled "The Building of Chicago" on WLS at 8 p.m. Thursdays, starting May 20, with prominent jurists, lawyers and civic officials as the chief actors.

1	9	3	7
4	5	6	7
10	11	12	13
17	18	19	20
21	25	26	27

BIRTHDAYS

May 18
Greetings from Radio Daily
to
Raymond Paige
Meredith Willson
Lew White
Richard Brooks

THE SONGBIRD OF THE SOUTH

★ ★ ★ ★

KATE SMITH

A & P BANDWAGON
THURSDAYS
CBS NETWORK 8-9 P.M., E.S.T.

EXCL. MANAGEMENT TED COLLINS

NEW BOOKS

WHAT ABOUT RADIO? By Kenneth M. Goode. Published by Harper & Bros., New York. \$2.75.

For the radio advertiser in particular, and for any body in general who is seriously interested in radio business, this volume will prove informative and stimulating. Entertainingly written in a very readable style, it is the work of a man who knows what he is talking about, and since he is that smart he doesn't make dogmatic assertions or expound intangible theories, but presents voluminous data, suggests avenues for further pursuit or speculation, and leaves the reader with plenty of food for thought, discussion and enjoyment.

Such chapter headings as "When Do They Listen?", "Why?", "How Do They Listen?", "...And What Happens", "What People Say They Like" and "Nothing's Wrong with Radio but the Broadcaster" give a slight idea of the ground covered. Being an advertising authority and also having an ingenious faculty for assembling and presenting data obtained from numerous surveys by different mediums, plus his own keen observations and comments, Goode has made every one of his chapters lively and provocative.

Sponsors and advertising agencies who are so concerned these days with "surveys", "popularity reports", "listening charts" and other largely incomplete tabulations will find the answer to a great many of their questions in this 250-page book.

THE CAUSES AND ELIMINATION OF RADIO

INTERFERENCE, by Joseph E. Foster. Published by C. W. Nelson Co., South Braintree, Mass. \$1.50.

Based on Joseph E. Foster's years of experience as radio interference engineer for Long Island Lighting Co., this 150-page book gives a comprehensive analysis of the subject and will prove highly valuable to dealers, servicemen and radio listeners. In a non-technical style, Foster tells how power company investigators go about locating sources of interference and explains the responsible conditions.

New "Hit Parade" Vocalist

Freddie Lipson, built-up via the Studebaker program as the "Gibson Girl", replaces Patricia Norman on the Lucky Strike "Hit Parade" series tomorrow night. Program is a twice-weekly via NBC and CBS. "Gibson Girl" was set on the show by James L. Saphier, who auditioned many femme vocalists for Lord & Thomas.

John Huston in "Wife"

John Huston, son of Walter Huston, has been added to the cast of "Backstage Wife". The younger Huston appears to be following in his father's footsteps since he will play the reincarnated Lincoln in "Lonely Man", a play soon to open at the Blackstone Theater in Chicago.



A REPORTER WITH A CONSCIENCE

● ● ● The recent "Reporter with, etc." in which we slapped the wrists of artists because they played "upstage" to songpluggers, brought the wrath of many upon our humble head—and complaints (in defense) to our desk... Their rebuttal was that the "boys" were pests and general nuisances to their well-being—phoning them at various hours, asking if they were "doing a song," following this with more calls or visits inquiring "when," etc.... To all which we add—Come clean, fellers, and remember back when you were on the "outside lookin' in," when you were looking for your own BREAK... Do you recall the times you've phoned (yes, and visited) John Royal's office at NBC, or Ralph Wonders (when he was at CBS) or Jules Seabach at WOR?... Think back when you bothered the life out of the receptionists at the William Morris office, Lyons & Lyons, Rockwell-O'Keefe; Wilson, Powell & Hayward; Doug Storer, asking WHEN will you do that audition, when will they interview you, when is your option going to be picked up, etc.... Sure, you were looking for a JOB!... Well, every song to the contact men are JOBS and they must appeal to you, in these instances, for a break.

● ● ● The years spent in reporting has brought us many things besides the weekly "swindle sheet"... And, of the harvest we've reaped carrying a press card, one possession we value above all others, are the people we've met and now permitted to number amongst our intimate friends or acquaintances... If we had to start over again, we'd surely chose this route... Of course, we've met many people from whom we'd like to BUY back our introductions (and maybe there are many on the other side of the barrier who'd prefer to do the same with ours) BUT on the whole, they're a grand bunch... The circumstances leading up to these friendships, we hope will prove entertaining.

● ● ● Take the time Pete Hilton, then publicity man for Lord & Thomas (he's an exec of the Hitz Hotels now) invited us out to Trommer's in Brooklyn the first Saturday that beer became legal... His companion was introduced to our young bride... We asked if we might print his romantic inclinations and he said yes, providing we mentioned TROMMER'S "publicity man" which we did... Pete's a pappy now... Ralph Wonders introduced us to Tommy Rockwell back in '32 at a nite club opening in Jersey... We met Jules Seabach at CBS when we tried to tell him what a grand singer so-and-so was. John Royal at NBC the same way... Both turned the guy down and since then we've respected their opinion. He's working as an office clerk now (five years later)... Can't recall the year (but it's so long) when we were introduced to Charlie Green, then sharing space in a small office... His hospitality to others has not waned, even though he's head of Consolidated Radio Artists now... Reporter Lee Mortimer did the honors with Irving Mills some years back... Block and Sully were in a hot poker game when we intruded... Burns and Allen, also Guy Lombardo, were interrupted during a rehearsal in a SMALL studio (without an audience) at CBS to say "how be ya" in '32... Morton Downey, Bing Crosby, Ted Collins and Kate Smith in a similar manner... We can't remember exactly where or when we met Jack Pearl, but that's oke with us... We couldn't know a grander guy...

● ● ● This could continue indefinitely but space doesn't go on forever. There are many we'd like to meet, such as Bruce Barton, Heagan Bayles, Bill Hodges, Earle Ferris, Dave Driscoll, and the other grand people around who've helped the industry with their ability and clean business tactics.

PROMOTION

Wake 'Em for Broadcast

WMT, Cedar Rapids-Waterloo, and KRNT and KSO in Des Moines, all stations of the Iowa network, pulled neat promotion stunt in connection with the coronation broadcasts which for a time threatened to tie up every telephone line coming into the stations.

Broadcast started in the middle west at 3 a.m. Several announcements were given on the air prior to the broadcast, stating that if anyone wanted to get up and hear the program, the stations would be glad to call them just before it was scheduled to take to the air. As a result two extra girls had to be hired to take care of the calls in the Cedar Rapids studios which netted the station a good deal in the way of good will promotion.

WTIC Historical Data

History of WTIC, Hartford, and vital market data and statistics is being presented in a new 32-page booklet. Source of the material includes government and commercial agencies, the latter being Ross-Federal and Jansky & Bailey. Growth of the station since 1925 from 500 watts to its present 50,000 watts, and colored maps and zone tabulations on population, listeners, industries, etc., are also presented.

Case histories of local advertisers are given, one advertiser having increased its WTIC time some 3,200 per cent in the past two years.

WOAI List of Advertisers

A new issue of WOAI News Casts, the May house-organ, contains a list of the 1937 advertisers over WOAI, San Antonio, to May 1, several success stories, items of interest to retailers about new 1937 campaigns and their merchandising tie-ups, program and talent notes, testimonial letters, several photographs of commercial and sustaining programs, results of a popularity survey and other station news.

G.E. Show With Film Premiere

General Electric's "Hour of Charm" broadcast May 24 over NBC-Red network at 9:30 p.m. will be aired from the stage of the Center Theater, Radio City, before an invited audience, coincident with a showing of "From Now On", new Irvin S. Cobb 20th-Century Fox picture. Cobb is seen in role of a bachelor in an old-fashioned home, which will be contrasted with modern household equipment.

KDLR Coverage Data

A folder giving detailed coverage data, as well as other information about the station, its advertisers and a couple of leading programs, has been put out by KDLR, Devil's Lake, N. D.

WCAE Summer Appeal Piece

Using "swing" as an art and text motif, WCAE, Pittsburgh has put out an interesting folder giving "the inside story on summer appeal." Copy gives a few reason why advertisers should and use WCAE the year around.

NEW BUSINESS

Signed by Stations

Philadelphia

WFIL: Mitten Bank & Trust, through Harry S. Goodman Agency, N. Y.; Poth Beer, through Schwartz Agency; Mahoney Shoe Dressing; Locust Furriers, through Ed Shapiro Agency; F. W. Fowles (Gay Products), through Ferguson Agency; Dr. Allen L. Michaels (chiroprapist); Reliable Motors Co.; Hap's Ice Cream Co., through Ferguson; Sorgi & Co. (refrigerators); J. Frank & Sons (ginger ale), through Buckley Agency.

WDAS: Shore Electrical Co.

WSOC, Charlotte

Seven-Up Bottling Co., General Foods (Certo), DeVoe Paint Co., Charlotte Laundry, Ban-Dan Laboratories, Pritchard Paint Co., Charles Stores, Purcell's, Johnston Furniture Co., Lucielle Shops, Pound & Moore, Epting's Inc., Kay Jewelry, Davidson College, Payne-Farris Co., Nu-Enamel Co., Belk Bros., Sterchi Bros. Furniture, J. O. Jones Co., R. P. Covington, Charlotte Fish & Oyster, John A. Leland, City Ice Delivery.

San Francisco

KFRC: Gallen Kamp stores, through Long Adv'g Service; Sutter Hospital Drug Store; Moore Electric Supply; San Francisco Ass'n of Underwriters.

KPO: Lewis-Howe Co., St. Louis, through H. W. Kastor & Sons; Cardinet Candy Co., Oakland, through Tomashcke-Elliott Inc.; J. W. Marrow Mfg. Co., L. A.

Springfield, Mass.

WSPR: Mass. State College; Italian-American Co-Op merchants program; Committee for Industrial Organization; Radio Co-operative League (radio dealers).

WMAS: W. F. Matton Engineering Co., Holyoke; Stillman's Dept. Store.

WHO, Des Moines

One Minute Washer Co., Newton, Ia., Jack Shelley in "Women in the News", through Fairall & Co. agency; Allis-Chalmers Mfg. Co., Milwaukee, through Bert S. Cittens agency, Milwaukee; E.Z.A. Laboratories Inc.; Davidson's Furniture Store.

Dallas

WFAA: South Texas Cotton Oil Co. (Crustene), through Franke-Wilkinson-Schiwetz Inc., Houston; A. J. Krank (cosmetics), through McCord Co., Minneapolis.

KRLD: R. C. Cola (beverage).

KFYR, Bismarck

International Harvester, Leaf Bros. (Spray Brite), Procter & Gamble "Kitty Keene" disks, Hamm's Brewing Co., American Gas Machine Co.

KFRU, Columbia, Mo.

Allis-Chalmers Mfg. Co., Milwaukee (harvesting machine), "Pioneer Stories," twice weekly.

KGO: Acme Breweries, through Emil Brisacher & Staff; Lewis-Howe

ORCHESTRAS - MUSIC

PHIL SPITALNY and the "Hour of Charm" Ork will play a date at Dorney Park, Allentown, Pa., June 10. Deal was set by CRA.

Nick Lucas currently featured on the Al Pearce show, recently won a Federal Court battle over a song written by two Pennsylvania youths without having to put up a defense. He celebrated his victory by rendering, without benefit of guitar, "Tip Toe Through the Tulips" in the marble corridor of the courthouse at the request of six women jurors who sat on the case.

Frances Maddux, sophisticated songbird of CBS "Roadways to Romance," is currently warbling at Chicago's Hotel Stevens Continental Room. Jimmy Joy is batoneer.

Cab Calloway is scheduled to play the Melody Mill, Dubuque, Ia., June 26, and Appleton, Wis., June 27. CRA is responsible for the arranging of both dates.

Trionon in Chi will feature a series of name bands during the dog days, including Red Nicholls, Anson Weeks and Ted Weems who leaves the Aragon to open there September 1.

Lou Blake and his Aristocrats of Music took over at the Park Plaza Crystal Terrace last Friday, to be aired nightly via KMOX, St. Louis.

Harold Stern and his band will play one engagement at Fernbrook Park, Lucerne, Pa., June 5.

Maurie Sherman and the music-making lads will open the summer season at Lake Geneva, Wis.'s Riviera, effective May 28.

Don Juan, Latin batoneer, and his Cuban band are holding forth in the musical manner for the first time at El Toreador, N. Y. C. Spot has a WNEW wire.

A new series of torrid dance orchestrations, written and arranged by Buck Ram, is being released by Jack Mills under the title of "Historical Swing Series." The four basic num-

bers are: "Noah's Ark," "Adam's Apple," "Bagpipe Stomp" and "Queen Elizabeth."

Edgar Matthews, baritone heard on the Capitol Hour Sunday morning show, introduces "Southland Serenade," one of the most distinctive of the new Mills Music song releases.

Johnny Hamp and all the boys will play a date at Staunton Military Academy, Staunton, Va., May 31.

A new series of organ recitals from the Skinner Studios on Sunday mornings from 10-10:30 a.m. over WQXR features Arthur Huntington, who has been organist in various metropolitan churches for many years and a member of WQXR's musical editorial staff since 1934.

Matty Levine, pianist, returned to the WMCA airwaves last Saturday at 1. Mr. Levine will continue his programs of piano recitals, presenting guest soloists from time to time.

Fred Waring's Three Fellas, Roy Ringwald, Craig Leitch and Paul Gibbons, have finished a new song, "Little Fraternity Pin," which Rosemary Lee will use in her picture.

Stuff Smith and his Onyx Club Boys have been set by Herman Bernie for the Walter Wanger film, "52nd Street." Engagement begins June 14.

Glen Gray and the Casa Lomans will be featured at Eastwood Park, Detroit, effective Aug. 20.

The scene of Del Courtney's musical activities from May 25 on will be the Detroit Book-Cadillac.

Batonist Lou Blake and his band will open at the Park Plaza Hotel, St. Louis, May 14. CRA was responsible for the deal.

Jan Garber's Orchestra will be heard in Gadsden, Ala., under the WJBY aegis on June 7. Station has presented several name bands in the past, including Kay Kyser and George Olsen.

Start New KFYZ Studios

Bismarck, N. D.—Construction has started on the new KFYZ studios in the same location as the old quarters, the Hoskins-Meyer Bldg. Layout was designed by Ivar Nelson, chief engineer, and work should be completed in a month. Acoustical design is carried out in acousti-celotex panels on walls and ceiling, with sheet rock borders and rubber tiled floors.

For the Archives

Rochester, N. Y.—WHEC had such success with its recordings of the Coronation ceremonies that the Rochester Museum requested privilege of reproductions for its permanent libraries.

WITH THE

☆ WOMEN ☆

By ADELE ALLERHAND

ERSTWHILE "Baby" Rose Marie is in process of creating a series of 24 disks comprising her repertoire of popular ditties... If all goes well, she'll cross the Big Pond for profesh reasons soon.... The comely lass who does those commercials from time to time on the "Captain Tim Healy" airings is Julia Stewart.... Frankie Basch takes to the air tonight in somewhat unexpected fashion... She'll do a flagpole interview with "Shipwreck Kelly" in his Fifty-third Street eyrie over WMCA.... That station's "Vanishing New Yorker" broadcast on Thursday will have a bona fide telephone operator to speak one line, on account of none of the thespiennes sounded like t.o.s.... Ray Lee Jackson of NBC reports it's been more fun photoging the Kiddoodlers, (the kitchen utensil tympanists) than anybody....

Ann Harding's new assistant in CBS publicity is Teresa Wilson and she hails from Los Angeles.... Kathryn Cravens is busy playing hostess to her sister these May days.... Ann Leaf's sister, Esther, who's organist for Tri-States Theaters and is occasionally heard on sustainers, has a new son.... Edith Caldwell, warbler, and Charles Floyd, organist, both of the George Olsen org. exchanged marital vows at the Houston country club, t'other day, with George and sec Dorothy Ross standing by as attendants.... The bride and groom were with the Orville Knapp outfit before Olsen took it over some 10 months back.... Dick Schroeder, CBS press dept.'s office boy is vacationing at Elkton, Maryland.... Garrett Porter, "March of Time" scriptist is spending some weeks in Topeka, Kansas, because of a death in the family....

Profs J. Howard Hanson and Jos. K. Folsom, both known to fame as instructors in the much discussed marriage course at Vassar, will discuss "Responsibilities of Marriage", in the academic manner, on "Let's Talk It Over", May 24, which program will be heard at 4 instead of its usual 3:30.... WFIL's Women's Club to throw its final monthly party of the season tomorrow with the festivities filtering over the airwaves via that station.... Martha Laine, club director, has promised a program of guest talent, with entertainers from the Guy Lombardo outfit, currently appearing at the Earle Theater, in the foreground....

AGENCIES

CHARLES E. PRINS, v.p., and William W. Keifer, Jr., secretary-treasurer, have resigned from Kelsey, Prins & Keifer, Inc. and will form the firm of Prins & Keifer, Inc. They will retain all accounts previously directed to them.

BENNETT BATES, who recently resigned from Lennen & Mitchell, has joined the executive force of Benton & Bowles, Inc.

CAROLYN LARLINS, formerly with G. Lynn Sumner Co., has joined T. J. Maloney Inc. as an account executive. Miss Larlins had also been associated with the Mathes Advertising Agency.

R. H. TAGGERT, advertising manager of "Jersey Life," has resigned to establish his own advertising agency. Headquarters will be located at East Orange, New Jersey.

Minn. U. Scriptor Auditions

Minneapolis—University of Minnesota's class in radio script writing is in the throes of its regular semester auditions. The 40 scriptors not only wrote the respective programs that make up the three auditions, but they are both "audience" and "talent" in the shows. The script runs the gamut from one minute commercials to 15-minute family sketches and music shows. Transcriptions are used for the "orchestras". The auditions, ending May 21, are in the studios of WLB, the University radio station.

Decidedly high English requirements were fixed by Luther Weaver, Twin Cities radio agency advertising man, when he established the course in February, 1936, at the request of the University Extension Division of which Dr. Richard R. Price is director.

WHEC Aids Community Chest

Rochester, N. Y.—WHEC donated six 15-minute periods for publicity of the Community Chest campaign. Programs were dramatized stories of cases helped by various agencies which are supported by the Chest. The dramatics were planned, written, and directed by Walter Folmer. The casts were composed of professional Rochester actors.

Station also donated several spots the last few weeks to the Chest campaign which were used for talks by prominent Rochesterians. To complete the station's activities in this regard, the WHEC weekly Variety Show, "Stone 1320", in which Rochester industries and institutions are honored, saluted the campaign in a recent program.

NBC Signs Frank Forest

West Coast Bureau, RADIO DAILY

Los Angeles—NBC Artists Bureau has signed Frank Forest and will represent him in television as well as radio. Forest, just back from a four-month concert tour, leaves July 5 to fill an engagement at the University of Illinois, then to New York for television tests.



"PAUL REVERE"

Sustaining

WABC-CBS Network, Sunday, May 16, 7-7:30 p.m.

HISTORIC FOLK TALE IS GOOD LITERARY JOB BUT LIMITED IN GENERAL APPEAL.

Written expressly for radio by Stephen Vincent Benet, this production of the Columbia Workshop did not seem to have the dramatic suspense or popular interest contained in most of the previous Workshop presentations. From a literary standpoint, it sounded like a good piece of work, as Benet is no novice at the writing art. But suspense, excitement, thrills and climaxes were lacking, and these are basic essentials of any successful radio drama.

The dramatization was largely a narrative recited by an old man to a wide-eyed kid, with Parker Fennelly playing the former part in the same voice that he has used on many other rural characterizations. He told a somewhat whimsical folk tale about Paul Revere and what is suggested as the "inside story" of the American Revolution. The garrulous recitation becomes rather monotonous, with a brief interruption where a scene at Paul Revere's shop is dramatized. Edgar Stehli does well as Revere.

"OF GREAT RICHES"

Sustaining

WJZ—NBC-Blue Network, Saturday, May 15, 8-9 p.m.

FINE ADAPTATION OF ROSE FRANKEN NOVEL, EFFECTIVELY ACTED.

As a sample of the possibilities for full-length dramas on the air, this one-hour presentation is most encouraging. Adapted by Raymond Scudder from Rose Franken's latest novel of the same name, it is an excellent job of scripting, enhanced by first-rate performances and particularly appealing work by Helen Claire as the central character. It's the story of a girl who becomes a famous novelist after marrying a chap whom she met accidentally and romantically. Her success is followed by a rift in the happy domestic scene, with another man and another woman entering the picture, but true love brings about a happy reunion in the end.

Miss Claire put fine emotional feeling and fluid shading in her reading of the principal part. James Meighan was excellent as the husband, and there was very good work by Carl Reid as the wife's friend, Florence Malone, Frank Hale and Jimmy Donnelly. James Church directed.

"OF MICE AND MEN"

Sustaining

WEAF—NBC-Red Network, Sunday, May 16, 10-11 p.m.

ABSORBING THOUGH RATHER SORDID DRAMA BASED ON CURRENT NOVEL.

Seamy and a bit hard to swallow on some points, this drama of a

couple of farm workers struggling to get a few simple pleasures out of life is nevertheless one of those things that get under your skin and hold your interest. One of the two men has the strength of an ox but a nitwit mind. He is so strong that when he pets a mouse or a cat or a dog, he kills it. His favorite pastime is carrying a dead mouse around in his pocket and petting it periodically until his friend finds out and makes him throw the dead animal away. The other fellow is a good, industrious lad whose chief concern is to keep his infantile-minded buddy out of trouble.

The boys get a job on a farm and plan to accumulate a stake so they can buy a little place of their own. But their dream blows up when the unfaithful wife of another worker comes fooling around the strong man, and he unintentionally kills her.

Script is by Francis Wilson, who adapted it from the John Steinbeck novel, which the author also is dramatizing for Broadway. A fine performance was given by Warren Parker in the role of the sensible lad, while the goof was well played by Mark Smith, and the siren by Florence Malone. Direction was by Harry MacFayden.

Briefly

DR. HARRY HAGEN, a pioneer in the radio spelling bees, is back on WABC at 4-5 p.m. Sundays with his school teams of competing spellers. Though the show isn't as fast or as thrilling as some of its counterparts in which grownups participate, it's pretty good listening for the youngsters. Amusing highlight of the initial program in the new series was the failure of about 10 kids to spell "fluorescent."

SUE MITCHELL, heard on last Saturday night's Swing Club session over WABC-CBS, has a voice and style that sounded refreshing.

FISHFACE and FIGSBOTTLE, with Paul Stewart as emcee, had some very funny byplay on sponsors and products Sunday afternoon over the NBC-Blue. Their sponsor was "nobody" and his product was "nothing," and thereby hung a lot of laughable quips.

JACK BENNY again resorted to a scrap with his cast for much of his comedy last Sunday on the NBC-Red. The scrap idea has done such long and hard duty that it is entitled to a rest. Benny's "Ah, Wilderness" take-off was swell.

W. C. FIELDS again scored on the C. & S. program although the continuity surrounding him seemed a bit loose. Don Ameche, the industrious emcee, and guest Carole Lombard offered a slice of "Twentieth Cen-

F. C. C. ACTIVITIES

EXAMINER'S RECOMMENDATIONS

Okmulgee Broadcasting Corp., Okmulgee, Okla. CP for new station. 1210 kc., 100 watts, daytime, be granted.
KADA, Ada, Okla. Mod. of license to 1200 kc., 100 watts, unlimited, be granted.
Central Broadcasting Corp., Centralia, Wash. CP for new station. 1440 kc., 500 watts, unlimited, be granted.
Asheville Daily News, Asheville, N. C. CP for new station. 1370 kc., 100 watts, unlimited, be granted.

Experimental Scripts

KMBC, Kansas City, has inaugurated a series of weekly Saturday night experimental broadcasts in which members of the continuity staff turn out different type scripts for presentation by the studio dramatic staff. First of the series was a mystery show, "Mystery on the Excursion Steamer," in which the opening was written by Gomer Cool, who turned it over to Woody Smith to work out the second act, while the concluding act was left for Fran Heyser to untangle without suggestions from his collaborators. The series will include plays of all types and will be used to check listener re-actions to different styles of dramatic entertainment.

Jerry Cooper Celebrates

Jerry Cooper, now on "Hollywood Hotel," will celebrate his third anniversary of broadcasting Friday, which also marks his third appearance on the series. Cooper's first broadcast was as vocalist with Emil Coleman's orchestra, May 21, 1934.

Joseph Bentonelli sang in fine voice. Edgar Bergen and "Charlie" also held up their end in fine style.

LOUIS ARMSTRONG's orchestra has simmered to a nice tone and tempo in the NBC-Blue 9 p.m. spot on Fridays. Since the show's premiere, when the orchestra was a little too strong on volume, some restraint has been applied thereto, enhancing the rhythm and harmony. The comedy written by Octavus Roy Cohen and dispensed by Eddie Green and Gee Gee James continues very enjoyable.

FRANCES LANGFORD's return to "Hollywood Hotel" last Friday night gave the CBS program an extra cheerful note. She sang very gaily, individually, and in duets with Jerry Cooper, who also delivered. Charles Winninger was grand in "Cappy Ricks."

EDDIE CANTOR brought in Block and Sully and Luis Alberni to help his card against the Chase & Sanborn opposition, and it was another good show for Eddie.

BOB HOPE got a little more into his stride Sunday night in the NBC-Blue 9 p.m. spot. Honey Chile was back with him, and helped a lot. Dick Merrill and Jack Lambie were guest stars.



MOTION PICTURES move another step into the radio field this week, with Sol Lesser of Principal Productions announcing immediate organization of a radio department to handle talent, prepare scripts, produce programs and put them into network schedules. Louis Hyman was named head of the new department. Planned are programs involving Bobby Breen, Marian Claire, Glenn Morris and Smith Ballew. Breen's Cantor contract will be up at the start of the summer season, and although Lesser's office says Breen is expected to return to the Cantor show in the fall, he hopes to put him on a nationwide network program during the interval. Morris is the subject of negotiations for a transcontinental Tarzan strip. Writers announced for the Lesser radio organization include Gertrude Berg, Forrest Barnes, Clay Osborne and Robert Thompson.

Bill Finley, reported as having left KEHE to go with the Lile Sheldon agency, is freelancing, although he may make an agency connection later.

Ken Stuart has been appointed to replace Mel Roach as m.c. on the California chain's Listen Ladies program.

National Summer Dog Show, Saturday and Sunday, aired by KMTR for two half-hour periods, with L. A. Soap Co. sponsoring.

Bert Rovere and his Paris Inn singing waiters, heard on a CBS nation net weekly, starts this week with three daily 15-minute remotes over KMTR—one afternoon, an early evening and late airing.

Labor troubles in connection with the building of the new CBS studios have been patched up, pickets are off, and the contractors and unions have reached an agreement after a brief strike that followed the picketing. Threat to extend the picketing to CBS studios brought CBS into the picture, and contractors agreed to adopt the closed shop policy.

Hal Bock, NBC publicity chief, left at the week-end to take his vacation—a week in Arizona, a week in San Francisco.

Fred Dick, who runs NBC's mimeograph department, off for Yuma to marry Freidarika Von Hartz.

NBC artist bureau has signed Don Wilson on a three-year contract with General Foods.

CBS will produce its "Smoke Rings" program, just signed for H. Sutliff & Co. (Heine's Blend Pipe Tobacco), originating it in SFSO studios in San Francisco, piping it South to KNX for Los Angeles release only.

Harvey Harding of WLW staff joins Clover Kerr, 15-year old girl who lost both legs and an arm in an automobile accident, and who guested on Gus Edwards show, showed such radio talent that KFWB has signed her to do a 5-a-week 15-minute program, "Bridge Builders," which will be a

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:
No. 33 of a Series

WFAS—White Plains, N. Y.

1210 K. C.—100 Watts, Day and Night

FRANK A. SEITZ, Pres.

SELMA SEITZ, Treas.

B. M. MIDDLETON, Sales Mgr.

WFAF, located in the county-seat city of White Plains, Westchester County, N. Y., is in the midst of an important retail-buying market whose annual sales run to nearly a half-billion dollars. This is without considering parts of New York City, which fall within the station's secondary service area. Sales in the WFAF trading area average fifth in the nation. Per-store sales in foods are higher here than anywhere else in the U. S.; filling-stations clock higher sales than anywhere save Manhattan County—surpass even Cook County, Ill., home of Chicago. And out of a population of some 600,000 in the Westchester-primary area, there are better than 480,000 radio listeners. WFAF finds itself in an ideal test market for those products especially which desire coverage in a fine residential region.

WFAF has spared no expense in setting up a model layout for a community station. Established in 1932 in the Roger Smith Hotel, the station erected new "Sky Salon" studios atop the hotel in 1934, and dedicated them in January, 1935. Studios are completely acoustically equipped and decorated in a semi-moderne motif. Maximum signal conservation is preserved by location of the transmitter at the same point with the studios, practically the geographical hub of the County. The station is wide-range equipped, using Brush multi-cell crystal microphones and velocity microphones, RCA dual 78 and 33 rpm tables, and in December, 1936, installed Presto professional recording apparatus.

WFAF was a pioneer in the publication of its own house-organ, which was begun in 1933 as a mimeographed sheet, and expanded in 1934 to a four-page printed format. It now numbers a readership of about 7,000, and is issued without subscription or mailing charge on alternating Wednesdays. It carries a complete two-week program calendar, and editorial stories of sponsors and programs.

In 1936, WFAF installed an especially built two-manual Moller pipe-organ, and recently placed an order with the Lehigh Structural Steel Co. for a 190-foot vertical radiator.

WFAF enjoys the unique position of never having carried a national sponsor to date without at least one renewal, and several number as many as six and seven renewal orders. A recent campaign of 13 five-minute programs drew dollar bills for the sponsor by mail from 27 communities, including New York City, and as far away as Newburgh and Bridgeport. A children's contest polled 174,000 votes by mail in seven weeks. A four-time-weekly recorded request program in mid-afternoon pulls better than 1400 responses a week. Another WFAF show proving of outstanding value to its sponsors is the Mayflower Reporter, a series of street-interviews stressing the Safety in Driving angle, sponsored by Mayflower Stations, Inc.

WFAF furnishes full merchandising cooperation, and has been notable in the issuance of detailed informative brochures of coverage and market data for agencies, sponsors and their space-buyers.

cheery chatty spot with guests first of which will be Lloyd Douglas, writer. She'll do the program from her home by remote.

KNX to take Jack Case spot on "Summer Salute."

Don Lee net and KHJ will originate programs for nationwide Mutual net from 7 to 9 p.m. PST tonight, extending the regular weekly Sing Time to an hour, and following with Earl Hines ork from 8 to 8:30, with Carroll O'Meara's comedy satire "Devil Grass in Paradise" during the final half-hour. The O'Meara play already aired locally, will not be released locally.

George Fischer's "Hollywood Whispers," Mutual net, has set Joan Blondell for interview May 29; John Trent, for June 12.

Hollywood Radio Script Bureau being opened by Bert Phillips, to list and file scripts, with monthly mailing service to keep agencies and other users of scripts posted on what is available. Will classify lists, and handle scripts from 30 seconds to one hour.

Standard Radio has signed KIRO, Seattle, for library service.

Walter Biddick Co. taken on KJBS, San Francisco, and KQW, San Jose, for representation.

Probability that NBC's "Thrills" program will be used for a series of film shorts, using best episodes of the series.

Jack Oakie's College (Camels) goes off the air for the summer, starting June 22. No show yet set to replace it for summer.

Arthur Tibbals recorded coronation, dubbed off enough to make six 12-inch phonograph records, rushed 'em out to music store trade.

Junior Chamber of Commerce preparing to do a coast-to-coast program with Peter Arno, McClelland Barclay, LeRoy Prinz, Russell Patterson and Arthur William Brown. The group of illustrators are to pick a Southern California model outdoor girl.

Wade Lane, old time grand opera, musical comedy and stage star, and for past eight years featured radio player, is creating a series of 52 15-minute song and dialog programs, "Home Folks," for Mertens & Price, Recordings, Inc., is waxing.



PAT BARRETT (Uncle Ezra) yesterday chalked up his 400th broadcast on NBC networks. His wife, Nora Cuneen, and Lucille Long, contralto, the Hoosier Hot Shots and other members of the cast helped him celebrate.

WGN employees formerly on a 41-hour week are now on a 40-hour, five-day schedule.

Joan Blaine's new dramatic show will be a half-hour evening venture, emanating from Chicago for first few broadcasts, then moving to New York. Lord & Thomas handling.

Betty Bennett and Joe Wolverton, novelty duo, signed for new NBC series.

Wayne King and Ted Weems signed for Billy Rose's Aquacade at Cleveland Fair this summer.

Leslie Atlass, CBS vice president here, on executive committee of Chicago Charter Jubilee horse show.

KSTP's Coronation Coups

St. Paul—KSTP pulled three coups of the coronation broadcasts and landed a straight plug story on page one of the Twin City dailies before the boys realized the yarn was out-and-out publicity for the station. First coup came when the station, beating the others in the area to the draw, remained on the air all night. Second, KSTP checked power consumption to see how many were listening in. The check was made at 2:45 a.m., when all the others were off the air, and showed a 3,000,000 watt increase over normal, indicating 123,000 listening. Third coup was obtaining permission from British Broadcasting Corp. to pick up for re-broadcast early features on the crowning of George VI.

Sponsor for Ak-Sar-Ben Races

Omaha — Falstaff Brewing Co. has signed with WOW to sponsor the daily feature races during the Ak-Sar-Ben spring meet here starting Decoration Day. Elaborate plans have been made by Station Manager John Gillin Jr. and Program Manager Harry Burke to make both a sport and a civic affair out of it.

Star Radio Signs 4 Stations

Star Radio Inc. has signed four additional stations for its Morning Bulletin broadcasts. Latest additions are WFOR, KDAL, KVOL and CJAT.

GUEST-ING

MARY BOLAND, on Chase & Sanborn program, May 23 (NBC-Red, 8 p.m.).

ANNE JAMISON, on Rubinoff program, May 23 (CBS, 6:30 p.m.).

WILLIAM BRADY, in "A Free Soul" on Kate Smith's Band Wagon, May 27 (CBS, 8 p.m.).

TEXACO SIGNS GANTOR FOR SIX MORE YEARS

(Continued from Page 1)

agreement reached this season with a comedian, Jack Benny having drawn a long one earlier in the year. Deal is reported to have been set following a Texaco survey of some 45,000 dealers on their program ideas.

Good Will Campaign Discussed by Ascap

(Continued from Page 1)

sentatives of the organization. John G. Paine, general manager, presided. After president Gene Buck made the address of welcome, E. C. Mills, chairman of the administrative committee, outlined the public relations plan, the talk being entitled, "Problems of Public Relations and Good-Will."

Others who spoke included E. S. Hartman, general counsel and representative of Ascap in the midwest, with Chicago offices. Some 53 field reps are in attendance.

Guizar to South America

After his present personal appearance tour, Tito Guizar goes to Mexico City in June for a Mexican film, then to South America in July for concert and radio work, returning to start work in a Paramount film in September. Columbia Artists Inc. set the bookings.

Approve Mackay Resolution

Washington Bureau, RADIO DAILY
Washington—Senate yesterday approved resolution of Senator Borah asking FCC to tell Congress why it refused Mackay Radio permission to operate a radio station at Oslo, Norway.

Frank Dyer Sues Decca

Frank L. Dyer has instituted a suit against Decca Recording Co., charging infringement on his patent by that firm. Case has been entered on the court docket and will be heard shortly.

ONE MINUTE INTERVIEW

JACK MILLS

"Radio, which originally had a great deal to do with adversely affecting the sale of phonograph records, is gradually helping that industry get back on its feet again. In addition to popularizing certain orchestras and giving them a name so that their records will sell, there has sprung up a demand for repetition of some of the radio highlights of the season and alert waxing companies have been recording these program excerpts."

☆ Coast-to-Coast ☆

T. W. SYMONS JR., who with Ed Craney recently acquired KXL, Portland, Ore., has moved to that city with Mrs. Symons and taken up permanent residence there. Harry B. Read, former owner of the station, will manage KSLM, Salem, Ore. Symons also owns KFPY, Spokane.

Duncan McLeod is a new member of the announcing staff at KXL, Portland, Ore.

Dwight Williams, formerly at WCAU, WELK, WJJD and WKBZ, is now on the announcing staff of WTMJ, Milwaukee. He is the second recent addition, the other being Claude Kirchner.

Bob Seal conducts an "I Need a Job" program on WCOL, Columbus, in cooperation with the State Employment Service.

Alec Templeton of "Universal Rhythm," on CBS Saturday nights, was interviewed by Neil Searles over WISN, Milwaukee, at 5 p.m. yesterday while Templeton was playing a concert date in that city.

Production department of WHBF, Rock Island, Ill., got a scoop for an advertiser (Leath & Co., Moline), sponsors of a man-on-the-street series, with the airing of Colleen Moore, former film star, acting as quizzer. Miss Moore is in that city displaying her famous doll house.

Des Moines Air Show activities, held under the auspices of the local chamber of commerce, were broadcast over KRNT, May 15-16.

John W. Quarles, president of Rome Broadcasting Corp., operators of WRGA, Rome, Ga., missed his first directors' meeting of the National City Bank recently. Quarles was one of the organizers of the bank 25 years ago. The directors plan to honor him with a banquet for his loyal record. Radio station WRGA is located on the top floor of the bank building.

Frank Fitzsimonds, manager of KFYY, Bismarck, N. D., is back home after a week in Minneapolis and St. Paul.

WJW, Akron, in cooperation with the state employment service and the local WPA music project, is airing two 15-minute spots weekly under the title of "I Want a Job."

Price Selby, announcer at WRGA, Rome, Ga., is the father of an eight-pound girl, christened Sylvia.

Neil Searles, ace announcer at WISN, Milwaukee, is airing a 15-minute "Diamond Dope" program before every out-of-town Brewer game.

Goodrich Silvertown Stores is the sponsor.

Yale School of Music recitals aired on Mutual and Colonial networks via WICC, New Haven, have been extended to June 14.

Dick Burris, program head of KFYY, Bismarck, N. D., is back on the job after a stopover in Chicago on his way back from the radio education confab in Columbus. Roy Brant, KFYY news director, doubled for him while he was away.

Jack Rice, president of International Radio Club, and his wife Peggy were guests of Happy Quarles and Major Mitchell at WRGA, Rome, Ga., last week.

WOAI (San Antonio) Briefs: Corwin Riddell is rejoining announcing staff . . . Lillian Mitchell has joined the mail dept . . . Ken McClure, newscaster, recently interviewed Beatrice Noyes, famed aviatrix, now surveying for Dept of Commerce . . . Pat Flaherty, sports commentator, made an offer for a map of the fishing area around Corpus Christi, Port Isabel, etc., and received almost 100 replies.

WPTF (Raleigh) vacation plans: Wesley Wallace and Jimmy Little will motor to N. Y. . . . Graham Poyner will make a seaboard motor tour . . . Les Biehl and wife going to N. J. . . . J. B. Clark cruising to N. Y. and may visit Denver . . . Clay Daniel and Gordon Meriwether to visit Georgia . . . Raymond Cosby to see the folks in Tarboro, N. C.

James D. Shouse, manager of KMOX, St. Louis, has been selected as one of the judges of Sunbrite's third annual dealer display contest sponsored by Swift & Co., Chicago.

WEBQ, Harrisburg, Ill., has completely repaired its neon tower, and all is bright again in Harrisburg. The unusually-lit antenna was damaged by sleet storms early in the year.

Associated Radio Writers Inc., Boston, is using the offices of Radio & Film Methods Inc., New York, as temporary headquarters until a sub-agent is named to take care of the N. Y. territory in the handling of the Mehrtens & Price disk releases, according to Ralph Rogers, president of A.R.W.

Mail from listeners has been so heavy in connection with WHBL's "Stump Us" broadcast, that the Sheboygan station has had to call a halt to future letters until further announcement.

Heinie and His Grenadiers, appearing regularly over WTMJ, Milwaukee, have been booked to appear in

LOUIS-BRADDOCK MATCH GOES TO BUICK ON NBC

(Continued from Page 1)

at 11 p.m. Clem McCarthy will do the ringside description.

Buick's 1937 copy slogan is "It's Buick Again!" and this is the third consecutive year that Buick has sponsored the leading heavyweight fight of the year over the NBC networks.

Contract for the rights was signed by T. H. Corpe, director of advertising for the sponsor, after arrangements were made with NBC, Mike Jacobs, and the managers of the two contestants. Charles E. Gannon, vice-president of Arthur Kudner Inc., Buick's advertising agents, represented the agency.

An extensive merchandising campaign will promote the broadcasts but Gannon stated that plans have not been completed as yet.

connection with the Fourth of July celebration at Watertown, Wis.

Jack Joy's orchestra is now being featured with the Oscar and Elmer show over WHBL, Sheboygan, Wis.

James I. Merske, WTMJ announcer, is receiving the condolences of his friends on the death of his father in Milwaukee last week.

WIBU, Poyntette, Wis., has been granted permission by the city athletic committee to try out broadcasting of night baseball games at the field.

Myrtle Spangenberg and Lillian Largay have returned to the air over WTMJ, Milwaukee, after a brief absence, the former having suffered an attack of the flu and the latter a sprained ankle and side injury.

"A Volume of Verse," a new sustaining, is being presented Thursdays over WHBL, Sheboygan, by Jack Foster. Station also is increasing its half hour Sunshine Hour broadcast from one to two a week.

Albert W. Marlin, manager of WMAS, Springfield, Mass., has been elected a director of the Springfield Advertising Club.

CONSOLIDATED RADIO ARTISTS, INC.

30 Rockefeller Plaza, N. Y. CO 5-3580
CLEVELAND • CHICAGO • DALLAS • HOLLYWOOD

America's Leading Radio
and Dance Orchestras

BAND OF THE WEEK
JACK DENNY
AND HIS
ORCHESTRA
DRAKE HOTEL, CHICAGO
WGN, WOR and
MUTUAL NETWORK



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 71

NEW YORK, N. Y., WEDNESDAY, MAY 19, 1937

FIVE CENTS

Chev. Balks at Rate Hike

Looking On AND LISTENING IN

UNREASONING CRITICISM

The New Republic, weekly journal whose opinions usually are sound, takes a badly aimed potshot at radio in its issue dated today.

"The disaster to the Hindenburg was one more reminder of how very disappointing the radio is as a medium for communicating news," it says, charging that the first reports on number of dead were wildly overestimated, and that the dialing of one station after another brought only the usual entertainment programs with possibly the tail-end of a news bulletin, all of which was very annoying to the listener in question who apparently expected the radio to bring him a complete story, accurately and instantly, from a scene where all was turmoil and excitement.

We do not know how The New Republic reasons, but if it had meant to be fair it could have pointed out that two, three and four hours after the radio was giving correct information and extensive details on the fatal crash, the newspapers were still headlining the first exaggerated reports.

As long as the human element enters into news reporting, the first bulletins on any major calamity can never be perfect.

What radio does, however, is to beat all other mediums by anywhere from one to six hours in informing the public of the findings as fast as they are ascertained.

If The New Republic tuner-iner had stuck to one good station instead of skating all over the dial he could have heard plenty of complete statements on the Hindenburg situation starting from less than 10 minutes after the explosion occurred.

When the same editorial writer suggests that one station in each city should

(Continued on Page 2)

NEW NBC COAST STUDIOS WILL ADOPT UNIT PLAN

West Coast Bureau, RADIO DAILY

Los Angeles—When NBC builds its Hollywood studios, it will borrow a leaf from the movies, and adapt the production unit idea to radio, Don Gilman, coast chief, revealed on his return from New York. A central administration building will house offices and general departments. Around this, there will be grouped the individual studios, keeping each production to itself, and allowing for expansion by the addition of units as they are needed.

Although NBC has several sites in mind, the company will make no decision and take no steps towards

(Continued on Page 3)

CBS and KMBC Renew For Five-Year Period

Herbert V. Akerberg, CBS vice-president in charge of station relations, returned to New York yesterday from Kansas City, where he successfully negotiated a five-year renewal contract with Arthur Church, head of KMBC, according to a reliable source. Prior to Akerberg's trip west there was some talk of the station switching to NBC.

WHN Amateurs Become Traveling Theater Unit

The WHN Amateur Hour, sponsored by Procter & Gamble for Oxydol, will broadcast future programs from a different Loew's theater each week beginning May 25. Program, heard Tuesdays 7-8 p.m., has been airing from the stage of the Ziegfeld

(Continued on Page 3)

40 Stations Are Being Dropped in New WBS Disk Series Due to Drastic Increases in Rate Schedules

ABC of Sales

NBC's sales department will be the subject of the next "ABC of NBC" broadcast, Saturday at 7:45 p.m. Roy C. Witmer, v.p. in charge of sales, will be interviewed. Script is being prepared by James Costello.

EQUITY MOVE IN RADIO AWAITS SURVEY RESULTS

Organization of the radio actor by Actors' Equity Association will neither be accelerated nor impeded by the Equity annual election and meeting scheduled to be held June 4, there being no such platform in the "regular ticket," nor is the matter in question scheduled for any sort of a membership vote. Equity officials stated that apparently erroneous

(Continued on Page 3)

Five NBC Broadcasts On Indianapolis Race

Five separate broadcasts, totaling two hours of air time, will go over the NBC-Blue network in connection with the annual Indianapolis auto speed classic next week.

One pre-race airing takes place May 28 at 5:45, another May 30 at 3:45, and three on the afternoon of the race. Graham McNamee and Charles Lyon will be at the mikes.

Music Publishers Meet Today On Songwriters' ET Demands

Leading music publishers are holding a meeting this afternoon to discuss action or method of procedure, if any, in regard to the move made by the Song Writers' Protective Association which seeks to handle the licensing of electrical transcriptions and motion picture synchronization use of their compositions, effective on publications after June 1.

Consensus of opinion among the publishers is that the Hollywood song writers control the situation and are writing approximately 90 per cent of the desirable music. Also, they are optimistic that these writers will not jeopardize their position with the movie producers by disposing of their rights through the

(Continued on Page 3)

Chevrolet is planning to sign a renewal for the ninth series of WBS transcriptions, but will reduce the station list to about 360 stations. Reason for chopping off 40 stations from the list is due to what the agency, Campbell-Ewald, believed were unwarranted increases in time rates within the past few weeks. Some stations hiked their rates 200 to 300 per cent for a quarter-hour period.

Disk schedule is financed jointly by the auto manufacturer and his

(Continued on Page 3)

P. & G. IS LAUNCHING \$50,250 PRIZE CONTEST

Procter & Gamble, in the interest of Ivory Flakes, through the medium of two of its NBC programs, "The O'Neill's" and "Story of Mary Marlin", will launch a \$50,250 weekly letter contest, beginning Monday.

For the five best letters received each week, completing the sentence

(Continued on Page 3)

Firestone Tire Show Renewed for 52 Weeks

Firestone Tire & Rubber Co., sponsors of "Voice of Firestone" Mondays, 8:30-9 p.m. over an NBC-Red network of 64 stations, has renewed for 52 weeks effective June 7. Firestone has been on the air continuously since December, 1933. Sweeney & James Co., Cleveland, is the agency.

WORC Paper Tieup

Worcester—WORC has made a tieup with Worcester Evening Post whereby paper furnishes local news items to the station in exchange for credit lines. Items are inserted in Transradio Press periods. WORC also gets special display on the Post's radio page, and station has several programs weekly under newspaper auspices.

Quints to Talk

Dionne Quintuplets will talk on the air for the first time in broadcasts from Callender, Ont., over Mutual on May 23 and over the NBC-Red network on May 28, the third birthday of the quint George Taggart, commentator when the quint made their air debut over NBC on their first birthday, will again officiate.



(Registered U.S. Patent Office)

Vol. 1, No. 71 Wed., May 19, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk and Verne Bailey, 6425 Hollywood Blvd. Phone Granite 6607. Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

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FINANCIAL

(Tuesday, May 18)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	163 1/4	162	163	— 3/4
Crosley Radio	183 1/4	183 1/4	183 1/4	— 3/4
Gen. Electric	52	49 7/8	51 1/8	+ 1 1/8
North American	23 1/2	22 1/4	23 1/2	+ 3/8
RCA Common	8 1/2	8 1/2	8 1/2	+ 1/8
RCA First Pfd.	66	65 1/4	65 1/2	— 1/4
RCA \$5 Pfd. B	18 3/8	17 3/4	18	+ 1/4
Stewart Warner	33 3/4	32 1/2	33 3/4	+ 3/4
Zenith Radio	163 1/4	163 1/4	163 1/4	+ 1/2
Hazeltine Corp.	31 1/8	3	3	— 1/8
Majestic	31 1/8	3	3	— 1/8
Nat. Union Radio	31 1/8	3	3	— 1/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.	163 1/4	163 1/4	163 1/4	+ 1/2
Majestic	31 1/8	3	3	— 1/8
Nat. Union Radio	31 1/8	3	3	— 1/8

OVER THE COUNTER

	Bid	Asked
CBS A	52	53 3/4
CBS B	51 1/4	53 1/4
Stromberg Carlson	12	13

Television Tests Show Geologic Disturbances

Berlin — Tests undertaken with movable television transmitters on the tops of the Brocken and Feldberg mountains in Germany showed that geologic conditions such as the subsoil water level, ore and coal deposits strongly affect the radiation of television waves. The quite incalculable disturbances caused thereby can be eliminated, so far, only by transmitting through cables, but this being rather expensive, especially in large and sparsely populated areas, the general introduction of television all over the world will still take some time.

REEVES STUDIO RADIO TRANSCRIPTIONS

Noiseless Film and Wax Recording

ALL WORK GUARANTEED

1600 Broadway MEd. 3-1270 New York

Gabriel Heatter Answers Editorial

Taking exception to The New Republic's editorial criticizing radio's news coverage of the Hindenburg crash, Gabriel Heatter in his 9 p.m. Monday program over WOR, said in part:

"Any report of a dirigible in flames turned to a shambles in 29 seconds would naturally contain some inaccuracies—one hardly waits for a certified audit in reporting a disaster of such magnitude. When bulletins from Lakehurst report only a few survivors you naturally say so in your radio time—when you find there were twice as many survivors you are happy to know you were wrong and you offer a prayer of thanks.

"And any reasonable listener who knows he is getting fragmentary bulletins of a tragedy, not yet five minutes old, accepts whatever figures are quoted as born of temporary excitement and limited check-up—especially when the reporter pauses every two minutes to remind his listeners all figures are pure guess and born of confusion and desperation. But I am more concerned with the criticism which complains of schedules of comedy and entertainment maintained even in the midst of calamity.

"The New Republic writer would do well to visit a broadcast station and get some notion of what it means in time and human effort and money to plan its entertainment—he would discover it is not an easy matter to say to men and women who have worked hard and long and to advertisers who have made their plans and to actors and musicians and production men—sorry no show tonight. It would hardly be fair to them or even to the public waiting for them.

"The show goes on In flood and fire and hurricane—interrupted only to bring news to men and women waiting anxiously for bulletins of dead and wounded. Certainly radio which maintains its schedule and yet breaks in to provide news of great moment would seem to be entitled to praise instead of criticism. The writer would also do well to meet the men who go at times half a night and all night—engineers—production men—announcers—who go all night without food or sleep hanging to a ticker and a microphone in every emergency."

Looking On . . . and Listening In

(Continued from Page 1)

broadcast news reports exclusively, he might just as well advocate only one newspaper for each community.

And has he forgotten the service of radio in the recent Ohio Valley floods, where loss of life and damage to property would have been at least double if radio stations had not turned their facilities to the dissemination of news, broadcasting direct messages to families in danger zones, and finally the quick raising of funds to relieve distress?

Radio has modestly allowed itself to be taken too much for granted.

Its miracles and many good deeds are accepted as matter of course.

But its comparatively insignificant faults are amplified by critics to a degree that is admirably illustrated by The New Republic's editorial exaggeration of an unwarranted complaint.

Ray Hughes Reorganizes Staff at KRLH, Midland

Midland, Tex. — A complete new staff has been assembled by Raymond L. Hughes, who is back at KRLH as general manager after six months with the commercial and announcing staff at KXYZ, Houston.

Hughes, who is the founder of KRLH, which bears his initials, brought Thomas K. Betzel with him from KXYZ as commercial manager.

A complete new program schedule is being put into effect. Midland is in the Permian Basin oil fields of Texas.

KFJZ Renews Thesaurus

KFJZ, Fort Worth, yesterday signed its third renewal on NBC Thesaurus service. Station manager R. S. Bishop signed the contract.

Comer Adv'g Agency Gets Baking Account

Worcester Baking Co. of Worcester, has appointed the Russell C. Comer Advertising Co., New York office, as its agency. K. K. Hansen, is account executive. Radio will be used by the baking concern in a forthcoming campaign.

Shell Show to Change

Shell Show with Joe Cook, aired Saturdays 9:30-10:30 p.m. over the NBC-Red, will definitely make a change in the present set-up at the conclusion of its present 13 weeks. If sponsor decides to stay on the air through the summer, which at present seems unlikely, Cook and the majority of the present cast will go off, with an entirely new presentation stepping in. J. Walter Thompson is the agency.

AP Motion Denied

Federal Judge John W. Clancy yesterday denied the motion of Associated Press and 16 other defendants who sought permission of the court to obtain depositions from out of town witnesses in the \$1,700,000 anti-trust suit filed against them by Transradio Press Service.

Promotion Men Meet Today

Promotion men meet today in the Green Room of the Hotel Edison. Murray Arnold of WIP and Lambert Beeuwkes of KYW are coming over from Philadelphia for the meeting.

NBC Gets Track Meet

NBC has arranged for the exclusive rights to broadcast the ICAAAA track meet from Randall's Island, May 20-29. No network set yet.

COMING and GOING

NELSON OLMSTEAD of KNOW, Austin, Tex., is in town.

EDWARD G. ROBINSON, after doing some guestar shots on the air while East, left yesterday by train for Hollywood.

HUGH SHIELDS of WICC, Bridgeport, off for a brief trip to Indiana.

EARLE BACHMAN, KXBY's New York representative, is remaining in Kansas City for two weeks to work with Hal Makelim, general manager, and the production staff.

E. J. ROSENBERG of Transamerican is expected back from Cleveland this week.

FRANK JARMAN, manager of WDNC, Durham, N. C., is spending his honeymoon in New York. His bride is the former FRANCES MOSS, also of Durham.

CASPER REARDON leaves for Hollywood July 1 to join Universal Pictures.

O. B. HANSON, NBC chief engineer, left last night for Washington and Philadelphia on an inspection tour, to be gone until the end of the week. CHESTER A. RACKY, sound engineer, accompanies him.

WAYNE RANDALL, NBC publicity director, returns to Radio City late today or tomorrow after a two-week vacation.

JOHN PATT, manager of WGAR, Cleveland, and MRS. PATT arrive in town tomorrow and sail Saturday for a vacation in Bermuda.

TED MATHEWS, manager of WNAX, Yankton, is in New York.

W. O. PAPE, owner of WALA, Mobile, was in New York yesterday.

EDYTHE MELROSE of Pan-American Radio Sales flew to Boston last night; back late today.

LAMBERT BEEUWKES, sales promotion manager of KYW, Philadelphia, and MURRAY ARNOLD, promotion manager of WIP, Philadelphia, in town today.

EDWARD McHUGH, NBC's Gospel Singer, is moving to Chicago, from which point he will broadcast starting July 1.

JOSEPH BELL, NBC actor and production man, sails on the Dixie tonight for New Orleans, Los Angeles and Santa Barbara, to be gone between two and four weeks.

B. & W. Adds WWL

Brown & Williamson Tobacco Co., Louisville, today starts Henry Du Pre in a new series of sports broadcasts on WWL, New Orleans, Mondays through Saturdays, 10-10:15 p.m. Spot is in addition to the 21 other southern stations broadcasting B. & W. sports programs. Batten, Barton, Durstine & Osborn Inc., placed the account.

Musical Show for Deutsch

Producer Harry Delmar has assigned writers to do a musical comedy titled after Emery Deutsch's new song, "Gypsy From Poughkeepsie." The show is slated for an early fall opening with Emery Deutsch picked for the leading role.

Deutsch will portray a musical genius who has made his home in a trailer. Many spots will be set aside for the maestro's expert fiddling. All numbers will be original Deutsch medleys.

"Wheaties Champions of Harmony"

KAY & BUDDY ARNOLD

Sponsored by General Mills

WMCA

2:30-5:30 Daily

CHEVROLET IS DROPPING 40 STATIONS ON DISKS

(Continued from Page 1)

dealers who are allowed so much per car for advertising. Stations which have doubled and tripled their rates are mostly located in small towns where auto sales are limited. If a dealer is handling all the cars he can sell and the local station jumps the rates on him half the cost must be met by the dealer from his own pocket.

From the manufacturer's angle, a large number of stations have announced rate increases within the past few months which means the disk budget had to be increased to take care of the renewal.

A study of the schedule revealed the large rate increases and what with the time bill going up in the larger key cities, Chevrolet decided to drop the "expensive" stations and thereby bring the budget closer to its old scale. Chevrolet disk contracts come up for renewal every 13 weeks.

WHN Amateurs Become Traveling Theater Unit

(Continued from Page 1)

Theater in the past, but station has decided to change show into traveling unit to build up a following throughout greater New York. The publicity staff of Loew will co-operate with WHN in the advance and promotion work to be done. Only de luxe houses will be used, and each one will plug airings one week in advance of appearance.

U. S. Marines on KFEQ

St. Joseph, Mo.—The U. S. Marine Corps recruiting division, in cooperation with the American Legion Band, recently presented a most interesting hour broadcast on KFEQ. Program consisted of skits of Marine activities and military music by the band. Marines and ex-Marines took part in presenting three sketches of Marine activity.

The first skit, "The Last Days of the World War," recounted an actual World War experience of Capt. James P. Schwerin in what was probably the last battle of the war on the European front. "Sea Going" gave listeners a taste of a marine's life at sea and was embellished with a series of bugle calls and illustrations of their use. "Aviation Sketch," introduced by Capt. C. J. Peters of the Aviation Squadron of the U. S. Marine Corps, told of a Nicaraguan adventure.

The broadcast brought many favorable comments and the Corps plans to return with another program.

CLYDE BARRIE

CBS

Thursday

6:15 P. M.

NEW PROGRAMS—IDEAS

Invade Maternity Ward

There isn't any place that WFBC, Greenville, S. C., won't put its microphones for its popular program, "His Majesty, the Baby." Last week Chief Announcer Bill Bivens and Chief Audio Engineer Hubert Brown interviewed the new arrivals in the maternity ward of the Greenville General Hospital. In order to gain admittance to the ward, they had to wear white aprons and antiseptic coverings over their mouths, which didn't cramp their style enough to be noticed.

Program is a Monday morning series sponsored by Eckerd's Drugs and has been highly successful in listener interest, results for the sponsor, and in building good-will all around.

New NBC Coast Studios Will Adopt Unit Plan

(Continued from Page 1)

building the new plant until the present 3½-year lease is disposed of, Gilman said. Only thing definite is that the site will be in Hollywood, centrally located, and not in downtown Los Angeles or in an out-of-the-way location. For one thing, Gilman said, the company feels there is glamour value in being able to say "from Hollywood," which his company will not permit when airings are from Los Angeles proper.

Among the headaches connected with the new studios is the fact that no matter how work is rushed, they cannot be completed much before the year's end—and the coming of fall promises to have so many shows airing from here that it may be necessary to put up temporary structures to take care of them. Present airings just about use the limit of available studio and theater spots—and the fall schedule will at least double the number of programs originating here.

Handle Radio Tieups for Expos

Edward F. Korb and Worth Colwell have been appointed to handle all publicity and public relations work for the following expositions to be held this fall and winter: National Automobile Show, Oct. 27-Nov. 3; Brooklyn Auto Show, November; Exposition of Chemical Industries, Dec. 4-11; Heating and Ventilating Exposition, Jan. 24-28; National Sportsmen's Show, Feb. 18-26, and International Flower Show, March 14-19. Korb and Colwell will handle the radio tie-ups made in conjunction with the meets.

Decision Reserved

Justice Samuel I. Rosenman, of the N. Y. Supreme Court, reserved decision yesterday on the motion filed by counsel for Dr. John Hays, who seeks to examine before trial defendants in his \$100,000 suit against "March of Time" program producers and CBS for alleged use of his name without authority.

WTAX Sports Review

WTAX, Springfield, Ill., has been featuring a Sports Review and Interview each Monday, Wednesday and Friday for the past several weeks which has gained wide public acceptance throughout central Illinois. The first half of the quarter hour program, consists of daily baseball results, interesting highlights in the sporting world and the latter half is devoted to interviewing both local and transient sporting figures who are constantly drawn to the Capital City of Illinois. This program has proven most satisfactory to a local department store having one of the outstanding sporting goods department in central Illinois.

Equity Move in Radio Awaits Survey Results

(Continued from Page 1)

ous information to this effect had appeared in some daily newspapers.

Exact status, according to the Equity spokesman, is that the AEA never votes on such propositions, and in so far as organizing radio actors is concerned, the Equity Council had decided to do it some time ago, and a committee appointed then is still studying the matter and surveying the situation. General Counsel Paul Turner is also at work on the organization of the radio actor.

"Many of the members of the committee as well as those on Equity Council are working in radio right now," said the Equity officials, "and for this reason the committee personnel will not be revealed. When survey on conditions, payments and scale by networks and advertising agencies is completed, the networks will be called upon and told just what Equity has in mind. We are certain the networks would rather deal with us than the C. I. O., for instance. At least we have radio actors in our midst who understand the problems of both sides."

WFAS Air Theater Is Four

White Plains, N. Y.—The WFAS Air Theater celebrated its fourth anniversary on the air last week. Group broadcasts a 30-minute show each Saturday evening at 8:30. Frank A. Seitz, dramatic director at WFAS, sprung a surprise on the cast by calling for brief, ad-libbed remarks from three charter-members of the group: Mary Lawrence, Shirley Newbrook and Warren Ives. John Lindsay, sound productionist, came in for a bit of gentle ribbing.

CLAUDE SWEETEN

SONG PUBLISHERS MEETING ON WRITERS' ET DEMANDS

(Continued from Page 1)

SPA since the large producers have their own publishing subsidiaries. Thus the big publishers with motion picture affiliation are not as worried as the small indie publishers.

Important publishers voiced the opinion to RADIO DAILY that electrical transcriptions are more or less a matter of song exploitation and that they couldn't see how the SPA was going to take over exploitation of tunes. The exercising of Section IX of the by-laws and contract of the SPA has been hanging fire since 1932 and the SPA Council suddenly decided to seek these rights exclusively for the writer. Irving Caesar, president of the SPA, is equally optimistic that the writers will eventually secure and handle the rights other than that assigned to Ascap.

P. & G. Is Launching \$50,250 Prize Contest

(Continued from Page 1)

"I use Ivory Flakes for washing my stockings because...." a cash award of \$1,000 will be presented. Contestants submitting the next 1,250 best letters will receive two pairs of \$1.35 silk hosiery.

All entries must be accompanied by an Ivory Flake box top. No limit is placed on the number of entries. Winners of the cash awards will be announced on the radio programs. Contest closes July 3.

NEW ORLEANS

"Down Old Melody Lane" is the title of a new 30-minute co-operative program WWL is putting on, bringing into play Carl Lelky's string ensemble with Madge Langford, contralto, alternating with Dorothea Ernst, soprano, as singers. Daily.

The "Sidewalk Broadcasts" of Henry Dupre, 15 minutes daily, over WWL from spots along Canal Street, are now sponsored by Gulf Refining. Less of a shiny blonde and dropping some of the pseudo-dignity as she turns rhythm singer, Velma Raye is probably the most frequently aired singer here. Goes over three stations daily—WWL, WSMB, WDSU—as she sings with The Roosevelt Rhythm Kings from the hotel's cocktail room.

"BARON MUNCHAUSEN"

JACK PEARL

RALEIGH and
KOOL CIGARETTES

WJZ-10 P. M. E.S.T.—Friday
NBC Network

Dir.: A. & S. LYONS, Inc.





all Summer

Every Pocket-Book and Change Purse that Milady Owns...Open to NBC Advertisers All Summer Long

Summer is the spicy season of gay romance and high adventure. Milady spends eagerly! Spends for glamorous accessories... for trips... for Cinderella's glass slippers... spends even for food. And the Colonel's Lady and Judy O'Grady are sisters-under-the-skin when it comes to buying... artichokes or apples... lipstick or liniment... caviar or cabbage.

And as the mercury flirts with the century mark, does she stop listening? A thousand times No! NBC advertisers have discovered this fact. Last Summer they invested 72 per cent more than the previous Summer in NBC week-day daytime programs alone! They are learning that there is no "off season" when NBC programs invite to buy. May we tell you how...and why?

*RCA presents the "Magic Key of RCA" every Sunday
2 to 3 P. M., E.D.S.T., on the NBC Blue Network*

National Broadcasting Company

A Radio Corporation of America Service

San Francisco

FRANK CASTLE, concert pianist, featured on KYA and the Orange network for six months, opens an extended engagement with his ork at the Deauville club, Thursday night, replacing Ran Wilde, who embarks on a series of one-night stands through California.

Tom Guinn is announcing the Bay Meadows daily racing over KYA during the absence of Joe Hernandez, who is in the Pacific Northwest on a business trip.

Sam Dickson, NBC script writer, in Hollywood dickering about his brainchild.

Ford Billings, general manager of the California Radio System, visiting KYA on a business trip from Los Angeles.

Frank Anderson, the "Ne'er Do Well," has started a vocal series at KYA's Oakland studio.

John Marley will take the lead in a "Smoke Rings" program to be piped from KSFO to KNX in Hollywood for release there. First show is set for May 27.

"Death Valley Days" started its fourth year over NBC's Pacific Red network on Tuesday, May 19.

Announcers Cliff Engle, Abbott Tessman and Archie Presby, using three-way communication, handled the opening of the new San Francisco mint Saturday.

"Sunset Land," with Grant Carter as narrator, is a new Wednesday evening traveltalk series on KYA and the Orange network. Agatha Turley is soloist, with Walter Rudolph's orchestra furnishing concert music.

Dr. L. L. Stanley, resident physician of San Quentin prison, is the center of an unusual new series on the Orange network. Reiland Quinn, KYA production manager, and Dr. Stanley are doing the dramatizations, based on cases supplied by the doctor.

OMAHA

Bill Baldwin, WOW staff announcer, is leaving to join WGN, Chicago, this week.

Jesse Butcher of NBC station relations department conferred with WOW officials last week.

Foster May is delivering commencement addresses at half a dozen high schools hereabouts.

Dusty Rhoades, whose music has come from the Omaha Music Box, is moving to Krug park ballroom this week. Helen Nash and Billy Hanson will do the vocals.

Freddie Ebener's band is on KOIL nightly from Chez Paree.

RALPH KIRBERY

"The Dream Singer"

67 WEEKS

LIPTON'S TEA

N.B.C.



● ● ● Benny Goodman and his ork will handle the Jack Oakie show which goes 30 minutes after the 15th airing, when Jack blows for the summer....Don Wilson, signed for three years on the Jack Benny show, may do other shows....Tim and Irene have been renewed for 13 weeks....Willie Farmer departs from Leon and Eddie's the 27th, leaving a former sax-tooter in his spot. Willie goes to the Rockefeller's Promenade June 14....Gus Haenschen, now at St Luke's Hospital, has been signed to direct his band for a new recorded Chevrolet series which makes it the first time sponsor used band other than Rubinoff. Benay Venuta will star on the first set of discs....Charles Kullman of the Palmolive show, has been set for the "Goldwyn Follies"....Jan Peerce will solo with the Newark Symphony June 29....Carl Ravell's team plays Frank Parker's nine Sunday at Diamond Five, Central Park.

● ● ● CBS' Colonel Jack Major, who does everything on his Monday show, says:...."It is beginning to look like FDR has turned Washington into a baseball game. He is the pitcher and has 9 men to retire before the Democrats come to bat. Those with a batting average of over 70 make him nervous and it's pretty hard for him to fan any of them....Looks like the more he fans 'em, the hotter they get!....A fellow by the name of Hughes is the umpire at home plate—while a guy called Lewis calls the strikes. (He is usually sitting down)....The first inning (which began in 1933) the Dems. got three men on base. NRA got as far as third—AAA got to second—and Guffey was caught coal, trying to steal....My suggestion is the next time the Dems. get the bases loaded, put Garner in as pinch-hitter and he'll knock one of those long Texas leaguers."

● ● ● Harry Salter with his "sweep music" goes Lucky in June for seven weeks....Andy Devine appeared on the Benny show Sunday using crutches....Peter Van Steeden does "Hit Parade" as a guest next Saturday sans band....Betty Wragge of the "Pepper Young Family" was screen-tested by M-G-M and goes west in the Fall....Songsmiths are set for a Rubinoff turn, as is Phil Duey....Sue Mitchell, "Swing Session" vocal clicker, goes to Bunny Berigan at the Penn Friday in the featured singing spot....Barry Wood is dieting and exercising so that he may look romantic....There must be a dearth of columnists around (or else they're all on the air now!) because Paul Stewart, an air actor, is the "Hollywood scandal-monger" on the Noxzema show!

● ● ● Don Hastings, manager of KDB, Santa Barbara, Cal., following the Coronation airing received from Mutual, asked his listeners if they would like to hear the recording of King Edward's abdication speech....The dialers were given 10 minutes to respond and within that time 105 calls were taken—85 for the playing of the recording and 20 against....One listener was so indignant he threatened to have all English subjects boycott the station and wire the British Consul—but the record was played and received favorable comment....WMAZ, Macon, Ga., has gone in for civic activities in a big way....E. K. Cargill, prexy and general manager, has joined the Kiwanis Club, is Chairman of the C. of C., member of the Propellers Club and head of the local model gas airplane association....George P. Rankin, Jr., vice prexy and chief engineer, has become a Rotarian....Wilton E. Cobb, secretary and treasurer, is a Civitan Club booster....Frank "Red Cross" Crowther's civic duties include membership in the Exchange Club, and Walter Graham, salesman-announcer, is a Lions Club dues-payer!

★ F. C. C. ★ ACTIVITIES

APPLICATIONS RECEIVED

S. L. Slover Corp., Norfolk. CP for new station. 1370 kc., 100 watts night, 250 watts day, unlimited.

Southern Broadcasting Corp., Bogalusa, La. CP for new station. 1500 kc., 100 watts night, 250 watts day, unlimited.

APPLICATIONS RETURNED

WMC, Memphis. Mod. of license to increase night power to 5 Kw.

Richfield Broadcast Co., Richfield, Utah. CP for new station. 1370 kc., 100 watts, unlimited.

EXAMINER'S RECOMMENDATIONS

WAPQ, Chattanooga. CP to change power and hours of operation to 1420 kc., 100 watts night, 250 watts day, unlimited, be granted.

WSOC, Charlotte. CP to change frequency and power to 600 kc., 250 watts, 1 Kw. LS., unlimited, be denied.

Northwestern Publishing Co., Danville, Ill. CP for new station. 1500 kc., 250 watts, daytime, be granted.

Safety Legion for Kids

The Safety Legion, a full-hour Saturday afternoon show sponsored by Price's Dairy and aired over KTSM, El Paso, affords the kiddies from one to 14 years old an opportunity to perform over the radio. On this program, only five of the many contestants that register weekly perform. The rest of the hour is taken up with a Safety Talk by one of the officials of the Police Department, a lot of fun and nonsense conducted by Uncle Van Des Autels, and a dramatized story of Robin Hood and His Merry Men, not to mention the fact that the Safety Legion Orchestra adds considerably to the success of the program.

Dick Roll Joins WHIO

Dayton, O.—Richard "Dick" Roll, formerly of WALR, Zanesville, Ohio, has been added to the announcing staff of WHIO, Dayton. Besides being a capable announcer, Dick is also a talented piano player and has appeared on several studio programs. He is only 20, the youngest announcer of the staff.

GUEST-ING

BIDU SAYAO, Brazilian soprano, on Ford Sunday Evening Hour, May 30 (CBS, 9 p.m.).

BENAY VENUTA, on Walter King's "Song Contest," today (WINS, 12:15 p.m.).

ELAINE ARDEN, LYNN MARTIN and the MERRY MACS, on Show Boat, tomorrow (NBC-Red, 9 p.m.).

JIMMY BRIERLY, on Broadway Melody program, today (WHN-WOR, 8 p.m.).

JANE PICKENS, on House That Jack Built, May 21 (NBC-Red, 7:45 p.m.).

RUTH ETTING, on Shaefer Beer show, May 23 (WOR, 9 p.m.).

Patents and Trademarks

Protect your most valuable assets. Expert service. Prompt attention.

Write
LESTER L. SARGENT
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WITH THE ★ WOMEN ★

By ADELE ALLERHAND

JACK and LORETTA CLEMENS established some kind of a record in ditty delivery t'other day....They recorded "Way Out West on West End Avenue" for Victor, sang it in five distinct styles five separate times, and came out right in their timing each time....Doris Hare, the Piccadilly Hillbilly, returned to the shadow of Big Ben on account of a Coronation party at the N. Y. Piccadilly Hotel infected her with the well-known nostalgia and she accepted offer to appear in a London production the next day...Winnie Lightner's brother, Freddie, and a cast, will audition for Young & Rubicam, and the Phil Baker show, Thursday....Mary Martin being flicker-tested by Columbia....Shirley Ross, who had an invite to guestar at a native celebration in Hawaii this week, disconsolate because her singing spot on the Ken Murray show prevented....Haila Stoddard planning summer histrionics at Ivoryton, Conn....

▼ ▼
"Heinz Magazine of the Air" goes in for mass guestarring with the 30 "Hour of Charm" gals scheduled for appearance on the May 26 airing....They'll sing "The Gaucho" and "The Lost Chord" but will leave their instruments at home....Bert Parks and Jack Stapp planning a hegira to Atlanta, Ga. for vac purposes within the next few weeks....That new hat Billy Artzt is sporting is a Preakness chapeau....Fran Elliott, CBS hostessing lass, is devoting herself to song-writing, in addition to her regular job....Claims that fencing with song pluggers who have to pass her before contacting CBS bandleaders gave her the notion....Sam Schiff, chief of page-staff at Columbia, is assembling material for a mag tale....It will be full of studio stuff....

▼ ▼
Jeanne De Lee, femme lead of "Your Parlor Playhouse", is learning to pilot a plane....Bill Bouchey of the same show is a full-fledged pilot....Bee Wain, co-vocalist with Kay Thompson, has decided once and for all that a career comes before matrimony....The League of Insurance Women offer an original drama over WINS this afternoon in observance of Life Insurance Week....Anice Ives' "Everywoman's Hour" on WMCA features an all-girl ensemble to furnish music....the male announcer disappears as soon as the show is officially on the air, leaving the studio to the distaff side....



"TIC TOC REVUE"

Griffen All-White

WJZ—NBC-Blue Network, Mondays, 7-7:30 p.m.

Birmingham, Castleman & Pierce Inc. SMART LITTLE MUSICAL VARIETY SHOW WITH NICE BATCH OF TALENT.

Quite refreshing and smart, though it follows set lines, is this new half-hour musical program with Hughie Barrett as maestro; Barry McKinley, baritone; Jean O'Neill, soprano, the Tune Twisters, and John B. Gambling as emcee.

McKinley and the Tune Twisters already are well known for their popular brands of vocalizing entertainment. Miss O'Neill, a newcomer, has a velvety voice and a style that augur well for her. The Barrett orchestra, which has been a draw at Central Park's Tavern-on-the-Green, also has a pleasing individuality, while Gambling's handling of the program is showmanly.

Numbers played and sung on the initial broadcast were of the popular vein—"Dancing in the Dark," "He Ain't Got Rhythm," "Where Are You?" (sung by Miss O'Neill), "Little Old Lady" (by McKinley), "Melancholy Baby" (by Miss O'Neill), and others—but they were given new touches that made them very pleasing to the ear.

ELDER MICHAUX

Sustaining

WOL-Mutual Network, Mondays, 10-10:30 p.m.

NEGRO EVANGELIST RETURNS WITH HIS SPIRITUALIST RHYTHMS AND DEVIL-CHASING.

Originating in Washington, Elder Lightfoot Solomon Michaux is heard on coast-to-coast hookup of Mutual Broadcasting System. Theme song, "Happy Am I," is none the less happy in its present interpretation than in the past; and later in the program piano, bass and other in-

struments embellished the proceedings. For good measure quartets of both sexes were heard and Elder Michaux lashed the devil on two fronts. He didn't forget to put in a couple of plugs for Mutual, and he did it nicely.

Type of program is still a colorful half-hour with a personality all its own.

"THE MOVIE PILOT"

Hudson River Day Line

WEAF, Mondays-Wednesdays-Fridays, 7:30-7:45 p.m.

Wendell P. Colton

JUST A SO-SO PROGRAM OF MUSIC AND MOVIE REVIEWER COMMENTS.

There seems to have been an idea behind this program, but the first airing was a routine and colorless affair. After a bit of music, Regina Crewe, film critic of the N. Y. American, was introduced as the first guest critic of series. She singled out "Shall We Dance" as the current film for her special comments.

Then some supposed film fans were called upon to give their views on pictures they had seen recently. This sounded very much like a staged bit.

Finally Miss Crewe came back, and as the announcer called out titles of current neighborhood films she gave a brief comment on each. Apparently only selected films were mentioned, and all remarks were favorable.

Gilmore Circus

Gilmore Circus (NBC Coast red net) really went circus this week and hit an all-time Gilmore Circus high, so far. Cliff Clark, producer and barker, did his build-up so well that even the measured harmonies of the Paul Taylor choir belonged under a big top. Felix Mills band is a knockout. The half hour has scads of talent, and it's started to hit the real circus pace.

ORCHESTRAS-MUSIC

FERDE GROFE, composer and bandleader, will fly from New York to Hollywood, July 22, to conduct a concert of the Southern California Symphony in the Hollywood Bowl. Grofe, whose second Hollywood appearance as symphonic conductor this is, will introduce several of his own compositions, including "Hollywood Suite."

G. Schirmer Inc. music publishers, have appointed John L. Margo as advertising manager. Margo was formerly associated with the William Jameson Co., distillers.

Ray Block, CBS conductor who helped launch the new Noxzema commercial last Friday is coach, arranger and director of the "Swing Four-

teen," heard on the Philip Morris programs. Block also does this work for the Eton Boys, Patti Chapin, "Do Re Mi" et al.

Hal Kemp's CBS orchestra, which has been voted the favorite band at the University of Virginia for the third successive year, will make music for the June 14 and 15 dances there. They will also play a date at his alma mater, the University of North Carolina, June 5 and 7.

Herbert Gately has filed suit against Mort Dixon, Jesse Greer and Irving Berlin Inc. for alleged piracy of the song, "Did You Mean It?" Berlin yesterday filed a general denial of the allegation.

★
Radio Daily
Will Send
a Complete
Staff to
CHICAGO
to Cover
the Big
NAB
Convention
In June
From Every
Angle for
Radio Daily
Readers
All Over
The Land
★



☆ Coast-to-Coast ☆



THE "Hollywood Sunshine Girls," who recently began a series sponsored by Skol on Mutual, are a trio of contraltos, Vivian Edwards, Pauline Dugart and Hope Huntingdon.

Next Saturday's Don Lee-Mutual Gas Light Theater offering will be "Ten Nights in a Bar Room," with Wilfred Lucas, Lee de Cordova, Creighton Hale, Minta Durfee Arbuckle, William Desmond, Dot Farley and Joseph De Grasse among the players.

Standard Radio adding its first military band records to library, readying to do a series by Hollywood American Legion Band, Joe Calling, directing. Sides will include marches and concert band numbers.

Vail Leightner's ork replacing Wayne Wise band in KMTR remotes from Monte Carlo cafe. Bill Fleck's ork replacing Slim Martin in the Zenda Ballroom dance band fifteens.

Santa Monica Junior College has installed school and college recording machine from Universal Microphone Co. for use of department of speech.

Dr. Francis Townsend and Mamie Stark, woman baritone, doing series of phonograph records at Carson Taylor studios, for distribution through Townsend clubs.

KANSAS CITY

CELEBRATION of WHB's fifteenth year on the air, scheduled for week of May 15, has been postponed until next week.

Bobby Meeker and his band open this week at the Muehlebach Hotel, replacing Leonard Kellor. Band is aired nightly by WDAF.

Earle Smith, KMBC newscaster, celebrates his second anniversary on the air May 18, with his 3,193rd news offering.

Howard Green, a WDAF staff entertainer for some years and now with Roger Pryor's orchestra, made a guest appearance over the station Sunday while visiting his parents here.

With expiration of Curtis Candy's contract for "Young America Speaks," KMBC is airing the show once weekly to keep it before listeners through the summer.

NEW talent recently added by KANS, Wichita, includes Virg Bingham, pianist-arranger, coming from KOA, Denver, and teaming again with Harry Wells, and Ken Kenyon, also known as Eddie Linn, announcer, formerly at WLW and WXYZ.

Earl Lord, vocalist, has joined the announcing staff of WMAZ, Macon, Ga.

Jack Wyatt is the latest addition to the announcing personnel of WWJ, Detroit. He went there from NBC in New York.

Jack Todd, program director at KANS, Wichita, has been looking after things while Herb Hollister, g.m., trekked to New York, Washington, Chicago and Detroit.

Star Radio Programs' newly signed contracts with WFOR, KDAL and KVOL call for Star's Commercials service, while CJAT has signed for the Bulletin Board. It had been reported that all four signed for the latter program.

"Small Town Hotel," rural life feature at KFOX, Long Beach, Cal., is now heard twice weekly. Hal Nichols and Foster Rucker portray all characters. Script is by Lou Huston.

Bob Hope is secretly preparing a tap routine which he will spring as a surprise on his "Rippling Rhythm Revue" before long.

When the Schaefer beer show closes May 30, Ray Heatherton goes back to his national hook-ups with CBS.

Miriam (Babe) Miller of WICC, Bridgeport, has started a new series, Mondays and Tuesdays, 9:30 a.m. Rev. Harold H. Niles has resumed his commenting over the station on Wednesdays at 10 a.m.

Ivan Hill, formerly of WKY, Oklahoma City, is now located in Los Angeles.

Ralph Nelson, chief announcer at KDB, Santa Barbara, leaves June 1 for Chicago to free lance. Nelson came west with Leslie Howard in "Hamlet" after association with CBS and NBC as dram-actor in New York. Celeste Holm, wife of the megger, who was also with the barnstorming "Hamlet," is in Chicago and an interesting event is expected in June.

Freddye Gibson is the name of the "Gibson Girl" who replaces Patricia Norman on the Lucky Strike "Hit Parade."

Armand Ballendonck, young Belgian-American composer and conductor of New York, will act as guest-conductor in the absence of

Frank Foti in the resumption of a weekly broadcast series over WICC, Bridgeport, today, 2:15-3:00 p.m.

Robert DuFour of Pleasantville, N. Y., is doing part-time announcing at WDNC, Durham, N. C. He also is a student at University of N. C. and a member of Carolina Playmakers. Thomas Loeb of Philadelphia also recently joined the WDNC announcing staff.

Dick Langan, announcer at KIRO, Seattle, will do his vacationing in California next month.

Opening of the annual Athens, Tex., Old Fiddlers' Contest will be broadcast over WFAA the afternoon of May 28. Several hundred old-time fiddlers from all parts of the country will participate.

C. R. Porter, manager of KPLC, Lake Charles, La., looks forward to interesting things now that the station has appointed a national advertising representative, J. J. Devine and Associates.

Initial portion of the concert to be given by the 100-voiced mixed chorus of the Bach Cantata Society of New Haven will be broadcast over WICC direct from Dwight Memorial Chapel at Yale University tomorrow, 8:30-9 p.m.

Three-Hour Program In 16-Part Sequences

Routine of "Grandstand and Bandstand," three-hour WMCA daily program sponsored by General Mills, comprises three units of the following contents: (1) Fanfare by orchestra, followed by Wheaties theme sung by entire company. (2) Orchestra. Hot opening. (3) First commercial by Bob Carter. (4) Orchestra. (5) Baseball lineup by Garnett Marks. (6) Song by Jerry Baker, romantic tenor. (7) First flashes on racing results, scratches, etc., by Bob Carter. (8) Novelty song by the harmony team of Kay and Buddy Arnold. (9) News flashes from I.N.S. wire by King Lear. (10) Song by Lorraine Barnett. (11) Hollywood Gossip by Powell Clarke. (12) Song by Helen Young. (13) More racing results. (14) Rhumba band. (15) Jam Session. Following this, orchestra goes out for five minutes during which time show continues with a roundup of baseball and racing news. (16) Orchestra returns with Wheaties theme.

This sequence takes an hour. The same general routine is followed for the remaining two hours of the three hour show. Whenever a movie guest star or sports personality is introduced for an interview or some special sports event is cut in from a remote point, the routine is altered slightly but the show goes back to schedule after each hour of the grind.

GUILDA ADAMS is a new face in Gold Medal's Modern Cinderella cast at CBS.

Jack Burnett, WGN news writer, suffering from a severe infection on his hand.

Bruce Kamman (Professor Kaltene-meyer) has bought a home in Park Ridge and is moving to the country between broadcasts. Cecil Roy of same show flew to Cincinnati over week end.

Happy Jack Turner, one man showman, is now heard over WENR at 4:15 Fridays under sponsorship of Meyercoed Co.

Charles P. Hughes, head of the concern sponsoring "Behind the Camera Lines," had himself called "The Greatest showman in the business—the George M. Cohan of Radio" in commercial copy Friday night when the program signed off on WGN.

Rosa Linda, one time child prodigy pianist, to be guest on Chicago NBC Promenade concert Friday evening.

WCB, whose plant was burned in a recent fire, is spending \$38,000 on new equipment and will be using its own facilities again in three months, according to Gene T. Dyer, manager. A 5,000-watt transmitter is being built on WMAQ's old site near Elmhurst. Now using WMBI.

PHILADELPHIA

WFIL has made a fourth tieup to swap time for press space, this time with "Radio Press."

Stoney McLinn, WIP director of sports broadcasts, has started a daily series of sports resumes at 11:45 p.m.

Don Martin, WIP announcer, has resigned and is being succeeded by Kenneth Miller, formerly of WRAW, Reading.

Lynn Adair, author of "Sacred Flame," dramatic script heard over WCAU, has been invited to talk on the value of radio dramatics at the annual dinner of the National School of Oratory.

Virginia Long is the new receptionist at WIP executive offices.

Seventh annual picnic of WIP Homemakers Club, conducted by Carolyn Ann Cross, takes place June 22.

Lee Morse in Omaha

Omaha—Lee Morse, one of the old-time radio stars, is at Chez Paree, new night spot in East Omaha. Bob Downey accompanies her on the piano.

ONE MINUTE INTERVIEW

W. C. FIELDS

"I used to think radio was all right to listen to if you had nothing else to do. But during my illness the radio proved to be my best friend. It was with me night and day, and what a pal it turned out to be."

WESTCHESTER

"New York's Hearthside"

Is Yours with

W-F-A-S

Hotel Roger Smith White Plains



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 72

NEW YORK, N. Y., THURSDAY, MAY 20, 1937

FIVE CENTS

Agree on Research Plan

DODGE DISK CAMPAIGN STARTING NEXT WEEK

After many unavoidable delays, principally the automotive strikes, the Dodge Brothers Corp. will launch its Frank Morgan transcription campaign on 100 stations next Monday. Program is a quarter-hour musical, broadcast once to twice weekly. Ruthrauff & Ryan Inc. placed the account.

Music Men to Meet Song Writers' Group

Group of 20 leading music publishers who met at the offices of the Music Publishers Protective Ass'n yesterday for the purpose of discussing the move by the Song Writers' Protective Association decided to have a committee meet with the SPA sometime today.

Publisher committee is headed by A. M. Wattenberg, attorney for the Music Publishers Holding Corp., a Warner Bros. subsidiary and includes Walter Douglass, Jack Bregman and Louis Bernstein. Irving Caesar, president of the SPA, will have a committee of writers also.

(Continued on Page 3)

Construction is Begun On New Miss. Station

Granada, Miss. — Construction on WMFN, 100-watt here to be operated by a company under control of P. K. Ewing, New Orleans radio man, is definitely under way, Ewing declared, with the transmitter to be located at Mississippi city. The new station will serve the Granada-Greenville area and will cover one of the richest produce market areas in Mississippi, Ewing said.

Studio Gymnastics

Denver—KLZ's Early Risers Club, conducting calisthenics over the air for the past two years under supervision of Walter Hakanson of the Y.M.C.A., tried inviting early morning exercisers to come to the studio and do their gymnastics there. Twenty-five grunt-and-groaners actually showed up in response to the first call.

Television Clause

Eddie Cantor's new six-year contract under Texaco sponsorship contains a clause making Cantor available for television broadcast. Cantor also must be prepared at any time to direct, produce and star in any televised show under his present sponsorship. He also will supervise any programs used during his vacations. Cantor's contract doesn't contain the usual 13-week cancellation clauses.

CHICAGO SURVEY SHOWS TASTES ARE GOING UP

Chicago—Quality programs are gaining in popularity, according to the results of a three-month survey in which 5,970 Chicago families were interviewed by 50 investigators, whose results have been published by Prof. L. M. McDermott of De Paul University.

The poll, in which 98 per cent of those interviewed were housewives, showed that melodic rather than noise music is preferred; educational and informational programs are gaining in acceptance; improvement in daytime programs is demanded, particularly from a musical standpoint;

(Continued on Page 8)

Lifebuoy Drama Disks Going on 65 Stations

Lever Bros. (Lifebuoy) starts a series of five-minute dramatized recordings on 65 stations across the country the week of June 7. Ruthrauff & Ryan Inc. is the agency.

NAB, NBC, CBS Would Share Expense of Projects--Joint Committee to Include A.N.A. and A.A.A.A.

MIKER-PRODUCER GUILD BRINGS WMCA IN FOLD

WMCA's entire staff of 17 announcers and producers has joined the American Guild of Announcers & Producers, the organization formed at WABC with Roy Langham as president.

A letter was sent by the AGAP to Donald Flamm, WMCA president, notifying the station of the affiliation and asking for recognition of the union and collective bargaining. William Weisman, vice-president of WMCA, told RADIO DAILY last night that a letter had been received from the AGAP but no official action had been taken as yet.

Under the terms of the Wagner Act, the AGAP cannot exclude any

(Continued on Page 3)

New English Station Proposed in Montreal

Montreal—When Canadian Broadcasting Corp. directors meet in Regina, Sask., among items to be considered is a proposed new station for this city to broadcast exclusively in English, with the other to be in French.

Increase in power of all Canadian stations, and shifting of the engineering department from Ottawa to Montreal, also will be taken up.

Chicago—NAB research and commercial committee, meeting here Tuesday and Wednesday, agreed to recommend to the NAB directorate the selection of a research expert to represent it in discussions with A.N.A. and A.A.A.A. representatives on a joint committee to establish a cooperative radio research bureau. Committee also discussed financing of research projects and reached agreement that NAB, NBC and CBS would share these expenditures.

Paul Peter, secretary of the general joint committee on radio research, New York, addressed the group. Members present included chairman Arthur Church, KMBC, Kansas City; James W. Baldwin, NAB managing director; H. K. Boice, CBS; Roy O. Witmer, NBC; William J. Scripps, WWJ, Detroit; J. O. Maland, vice-president WHO, Des Moines; John Elmer, WCBM, Balti-

(Continued on Page 3)

Furgason & Aston KFRU Eyes Move to St. Louis

KFRU, Columbia, Mo., now represented by Furgason & Aston, Inc., is planning to move to St. Louis pending final okay on its FCC building permit which entitles it to 1,000 watts day and night, full time. Station is owned by St. Louis Star Times and shares time now with WGBF, Evansville, Ind., also represented by Furgason & Aston.

Opposition newspaper of the KFRU owners filed an appeal from the new building permit allowed the outlet.

Holds Cathode Ray System Lacks Television Essentials

By WILLIAM H. PRIESS

President, International Television Radio Corp.

Despite the great efforts that have been made to widely introduce motion pictures into the home, this form of visual entertainment is still confined substantially to the theaters. Not only is the cost of home movie projection equipment large, but a library of films sufficiently extensive to appeal to a broad and diverse

audience is obviously beyond the pocketbook of the average family.

In television we have the hope of satisfying the wish of the public for visual entertainment, news and education in the home. This form of talking picture will compete for audiences with the movies, but it will

(Continued on Page 8)

Contented—by Radio

The "Fellow Listeners!" radio department conducted by John Canning Jr. in Farm Journal, June issue, quotes a farmer, Lester H. Ashdown of Port Byron, Ill., who says he obtained an average gain of 2.6 pounds of milk from each of his Guernsey cows within a week after he had installed a radio in his barn.



(Registered U.S. Patent Office)

Vol. 1, No. 72 Thurs., May 20, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk and Verne Bailey, 6425 Hollywood Blvd. Phone Granite 6607.

Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

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FINANCIAL

(Wednesday, May 19)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	163 1/2	163	163 1/2	+ 1/2
Crosley Radio	19 1/4	19 1/4	19 1/4	+ 1/2
Gen. Electric	52 3/8	51 1/2	52 3/8	+ 3/4
North American	23 3/4	23	23	- 3/8
RCA Common	8 7/8	8 3/4	8 3/4	- 1/8
RCA First Pfd.	67	67	67	+ 1 1/2
RCA \$5 Pfd. B	(75 Bid)			
Stewart Warner	18	18	18	
Zenith Radio	33 5/8	33 5/8	33 5/8	- 1/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.			
Maestic			
Nat. Union Radio	2 1/4	2 1/4	2 1/8

OVER THE COUNTER

	Bid	Asked
CBS A	54 1/8	56 1/8
CBS B	53 1/4	55 1/4
Stromberg Carlson	12 1/2	13 1/2

Callahan on New Job

New Orleans—Vincent F. X. Callahan, formerly at WRC-WMAL, Washington, yesterday took charge of WWL, local CBS outlet, as manager. Callahan said he had no immediate plans for any changes here.

Armstrong Back Next Week

Louis Armstrong and his "Harlem" program with Eddie Green and Gee Gee James will do one more broadcast from Chicago, Friday at 9 p.m. over the NBC-Blue, and next week will resume broadcasting from New York.

1	9	3	7
4	5	6	7
8	11	12	13
14	15	16	17
18	19	20	21
22	23	24	25
26	27	28	29
30			

May 20

Greetings from Radio Daily

to

Vet Boswell

L. B. Wilson

Donald Peterson

RADIO EDITORS' FORUM

New Publicity System Urged

By DOROTHY MATTISON

Worcester (Mass.) Telegram and Gazette

THE millenium for the radio editor will have arrived the day the networks, advertising agencies and individual press agents work out some plan for coordination instead of duplication of publicity releases.

And, curiously enough, cutting down their publicity output would be something the networks, agencies and p. a.'s might well celebrate along with the eds—inasmuch as the time the editors are now devoting to winnowing the mail might then be used to getting the contents of the mail into print instead of into the wastebasket.

While it is true a good radio column can be turned out anywhere a good listener sets up his receiver, no one knows any better than the non-New York radio eds that they could not function so effectively without the co-operation of the Manhattan press representatives. But it is also true that the present New York radio publicity set-up often defeats its own ends, simply because no editor can possibly read all the contributions which find their way to his desk and still find time to cock an ear to the radio or even to assemble all the press contributions he receives. Consequently, many of the items he could and would use as legitimate news never emerge in print because he hasn't time to sift and edit all the material which arrives in "triplicate" from these three sources: one release from the network on which a show is aired, a second release from the ad agency handling the same show's account for the sponsor, a third from the press agent of the artist heard on the show.

Some of the advertising agencies carry even further the ancient and erroneous theory that it is effective to send out ten times the amount of publicity they expect will actually be used. Result is the papers are flooded with hand-outs, and the ad

agencies are pushing up their own mailing costs and cutting down the editor's time for editing their material because he is greeted daily by identical press releases sent to him in his own name, as well as to The Radio Editor, the City Editor, the Managing Editor, the Advertising Department, et al.

It all gets pretty involved, with the radio editor making his choice between scanning the whole crop halfheartedly or consigning most of the mail to the wastebasket and depending more and more upon reading the trade papers to see that he isn't scooped if he elects to be out when the postman knocks half a dozen times a day.

Nor do the frequent changes in actual radio program schedules contribute any joy to the radio editor. But he usually recognizes that these changes are unavoidable and appreciates that the very flexibility of radio constitutes much of its value. Changes are bound to crop up faster than schedules can be revised by the networks and affiliated stations which furnish the newspaper program listings. But radio, while using the papers to keep its listeners informed about its programs, is leaving the papers holding the bag on responsibility for apparent program inaccuracies printed by the papers. If up-to-the-second radio makes a change of play and varies from the newspaper-announced program, then radio and not the papers should assume the responsibility for the change—assume it by announcement of cancellation or substitution of a program when broadcast time rolls around and listeners waiting up for Phineas Q. Blatt's address get ired at their newspaper instead of the broadcaster when a swing band or other program swings blithely into action with no word of explanation regarding the change.

WFBR Has Big Plans For Pimlico Races

Baltimore—WFBR, basic NBC-Red network outlet here, having signed for exclusive airing of Pimlico's Preakness and Futurity races, expects to put these races on the full NBC-Red network with a national sponsor next year. For the past few years, the events have aired over the NBC-Blue with American Oil using a seaboard hookup, but the Pimlico authorities are anxious to have a national sponsor.

Hope H. Barroll, Jr. and Purnell H. Gould represented WFBR in signing the races, while Alfred Gwynne Vanderbilt acted for the Maryland Jockey Club.

WFBR also airs the annual Maryland Hunt Cup Race over the NBC-Red.

Kasper-Gordon Start Kid Program Division

Boston—Kasper-Gordon Studios, Inc., program planners have inaugurated a Children's Program Division under the direction of Louise Hampton, merchandising expert.

Special merchandising plans and tie-ins for each program for specific types of businesses are in preparation. Programs will be for bakeries, candy manufacturers, dairies, food products, and department stores. Each series will be waxed for syndication.

STATIONS!

The . . .

Morning Bulletin Board

America's Perfect Morning Variety Show

STAR RADIO PROGRAMS, INC.
250 Park Avenue New York City

COMING and GOING

LOWELL THOMAS arrives in New York aboard the Queen Mary on Monday and will immediately leave for Hollywood by train to attend the Fox Movietone convention.

JOHNNY GREEN flew in from Hollywood yesterday to sign contracts with Young & Rubicam on his new summer series for Packard over NBC-Red on Tuesdays and will return Friday.

AL DONAHUE arrived from Bermuda yesterday.

DICK MOONEY of the Earle Ferris office has gone to Chicago regarding expansion plans.

WILLIE YOLEN of the Earle Ferris office returned from Boston yesterday.

HARLAN EUGENE READ, commentator, who is in England, returns next month to start a new air series via Mutual.

ROSA RIO, singing pianist, is vacationing in New Orleans.

SHEP FIELDS goes to Philadelphia tomorrow.

SYDNEY RAYNER, NBC star, leaves for the coast July 15 to appear at the Hollywood Bowl. He will also confer with Universal Pictures.

KENNETH BERKELEY, manager of WRC-WMAL, Washington, is in New York.

AARON S. BLOOM, director of the commercial department of Kasper-Gordon Studios, Boston, arrived in New York yesterday for a two-day visit. He is at the Park Central.

RUDY VALLEE arrived yesterday from London.

J. OREN WEAVER of CBS' Chicago news department spent yesterday in New York and left for Washington on a brief visit to his mother, after which he returns to Chicago.

WHK-WJAY Revamping Program Department

Cleveland—As a result of resignation of Program Director Mary O'Kelley, who is marrying Dr. Arthur B. Peacock of Columbus, N. J., the WHK-WJAY program department will undergo a reorganization June 15. Mendel Jones, who has headed the continuity department, will take over programming for the two stations. Bev Dean, publicity director and news editor, takes over Jones' old post and also continues as press relations head temporarily.

M-G-M Show is Set

Louis K. Sidney, managing director of WHN, yesterday confirmed the reports that he will leave the station within the next three weeks to direct a series of programs to be built by M-G-M on the west coast. As yet there has been no word whether the move would be permanent. Herbert Pettet, at present acting as associate director, will probably assume Sidney's duties for the time being.

THE SONGBIRD OF THE SOUTH

★ ★ ★ ★

KATE SMITH

A & P BANDWAGON

THURSDAYS

CBS NETWORK 8-9 P.M., E.S.T.

EXCL. MANAGEMENT TED COLLINS

MIKER-PRODUCER GUILD BRINGS WMCA IN FOLD

(Continued from Page 1)

announcers or producers who wish to join the Guild, provided they furnish the Guild with proof they are bona fide employees of a station. Langham declared that applications have been received from individuals all over the country.

The AGAP is still carrying on negotiations with the CBS bargaining committee and the matter is now before the lawyers. Gerard Wickler is representing the Guild and Sidney Kaye and Joe Ream are the CBS attorneys.

The WHN-ARTA meeting yesterday was adjourned to Friday. Negotiations between the station and the union will be settled before June 5, it is understood, because Louis K. Sidney, WHN managing director, is slated to leave for Hollywood next month.

Music Men to Meet Song Writers' Group

(Continued from Page 1)

and the movement on foot to have the SPA take over the licensing of electrical transcriptions and motion picture synchronization licensing on works published after June 1, will be thrashed out.

Plans Network Program

Anderson Co., Gary, Ind. (spot-master) is contemplating the use of a network program to publicize this new product sometime in July. Spot-master is a new type of rear view mirror for autos to eliminate blind spots. Sponsor is currently using a program on WIND. Schwab & Beatty has the account.

WGCM Appointments

Gulfport, Miss.—Robert Johnson has been appointed program director of WGCM here, with Harold Trosper as chief engineer.

Die-Hard

White Plains, N. Y.—A curious angle of the now rapidly aging "Newspaper vs. Radio" controversy has been unearthed here. The Reporter, only local daily, has published a couple of pictures showing city officials awarding prizes in the weekly "Safe Driver" contests, part of a thrice-weekly broadcast campaign sponsored by Mayflower Stations Inc. over WFAS. Paper has studiously avoided any allusion to the broadcast aspect of the Safe Driver contests in captions or news comments, and climaxed with blacking out microphone call letters in one of the snaps taken in the WFAS studios. Rib-tickler lies in the fact that both Mayflower Stations and WFAS are year-around users of display advertising space in the sheet.

NEW PROGRAMS—IDEAS

Program for Brides

A large local furniture store in Charlotte feels that the brides of the WSOC audience should have a program of their own, and although only a few "shots" in the news series have been on the air so far, already the mail count proves very promising. A versatile young lady of the station's artists staff who presents herself as "Alberta, the Carolina Nightingale," conducts the program, from her piano. Strains of "Here Comes the Bride" opens the quarter hour show. Alberta makes an enticing presentation of sweet ballad songs, which she sings with true fervor, being a bride of only three months herself. Newlyweds of the audience are requested to send in questions on general issues which come up between novices at matrimony, like "Should a wife share her husband's checking account," and the like. This feature, gives the program its real title "Cupid's Interviews," conducted by "Alberta, the Carolina Nightingale." The young lady presents the questions which have been sent in, and then asks that some other bride come to the studio to answer the question on the air. Compliance with this request will bring a gift from the sponsor of the program for the ones who hazard answers by radio. Program time is Tuesday and Friday, 11 a.m.

Vocational Aid on KSTP

Help for the baffled high school senior as he prepares for his June plunge into the cold cruel world is sought in a new twice-a-week program series launched this week by KSTP, St. Paul-Minneapolis independent.

Purpose of the series, which will be wholly realistic in nature and no Pollyanna outlet to tell how swell every profession is, is to aid the student in selecting a vocation, either for immediate entry into it or as a course of study should he be heading for a university.

During each program a prominent leader in a certain professional field in the Twin Cities will be brought before the microphones of KSTP, as will three students who are planning to enter that profession. The broadcasts will be in the nature of round-table discussions with the kids grueling the professional man about his field. The discussions will be down-to-earth, with particular emphasis to be laid on the disadvantages of the field, the pre-requisites of that job, the present status as to saturation with workers, and all the other angles that might steer a youngster into another line of endeavor.

Series will run far into June, with a number of professional leaders of Minneapolis and St. Paul already lined up for the casts, which will open with a broad discussion of the subject "Choosing A Vocation." Thomas Dunning Rishworth, educational director of the station, will sit in on the discussions to knit them together before the microphone.

Good Will Airings

A series of Good-Will airings from middle Georgia towns is being launched this week by WMAZ, Macon, Ga., with the city of Perry, 28 miles from Macon, as the first stop. The folks of Perry considered the event so important that they prevailed upon a judge to adjourn court that afternoon in order that an attorney scheduled to try a case could speak on the program.

Stunt is being arranged by Propellers Club, composed of young men in the Macon Chamber of Commerce. E. K. Cargill, WMAZ president and general manager, is member of the Trade Expansion Committee which is arranging to bring in the groups, place them on the air, hand them 100 ticket books good for free drinks, movies, ice cream, lake-park admissions, etc.

WJW Trading Post

You don't have to give away "gold-dollars" to draw fan mail around Akron, O. The WJW Trading Post broadcast daily for over 18 months has drawn into the mail box of this 250-watt station over 15,000 letters. Listeners are invited to write in describing the articles they wish to swap, borrow, loan, or give away. The letters are read over the air slowly enough so that all names and addresses can be copied.

Recently the WPW announcer read a letter, stating that the person wished to give away five pups. He personally investigated the give-away person after the broadcast and found that the dogs had been given away and in addition some 25 other calls had been made.

Letters referring to deals with real estate or automobiles are not read, otherwise the service is free to all listeners.

Parents' Forum

KLZ, Denver, has a new series of educational programs titled "Parents' Forum". Problems of child rearing will be discussed.

Narrator Mark Hansen will present questions and their answers from the Parents' Magazine. Questions sent in by listeners will be forwarded to Parents' Magazine and will be answered and discussed on subsequent broadcasts.

"Voice of the Traveler"

"The Voice of the Traveler" is a new Monday through Friday series aired over KANS, Wichita, from the Union Bus Depot in that city. Sponsor gives prizes for best questions submitted, and participants receive a bar of ice cream. Going over big, according to Jack Todd, KANS program director.

DON KERR

MASTER OF CEREMONIES
GENERAL MILLS SPORTS PARADE
WMCA

2:30 to 5:30 P. M. DAILY
36 COMMERCIAL HOURS WEEKLY

NAB DISCUSSES PLANS FOR RESEARCH BUREAU

(Continued from Page 1)

more, and H. K. Carpenter, WHK, Cleveland, commercial section chairman.

NAB directorate is expected to act on recommendation at convention here June 20. Chairman of five divisions of commercial section yesterday assembled reports and lined up agenda for June convention. Members attending were John J. Gillin, WOW, Omaha, radio promotion; C. M. Everson, WHKC, Columbus, National Sales; Lou Avery, WGR, Buffalo, who replaced J. Burl Lottridge, KOIL, who resigned recently. Martin Campbell, WFAA, Dallas, committee standardization sales forms, was absent.

Baldwin announced convention program was not yet set and that one more committee would be called.

Sales Promotion Men Will Meet Each Month

Sales promotion men held their second meeting yesterday at a luncheon at the Hotel Edison. Despite the announcement tendered after the first meeting, no attempt at organization was made. Luncheon was purely a social get-together. It is fairly definite that meetings will become a monthly affair in the future. Those present at the meeting were: Murray Arnold, WIP; Larry Nixon, WMCA; "Red" Reynolds, CBS; Bob Schmidt, Mutual; Al Simons, WHN; Jimmy James, NBC; Ed Claplan, WOR, and Bob Holtz, WMCA.

2 WLVA Marbles Entries

Lynchburg, Va.—WLVA, which last year sent the first radio sponsored entry to the National Marbles Tournament finals at Ocean City, N. J., this year will send not only its entry to the national finals but also the runner-up to the Southern Tournament, Gulfport, Miss.

A three-radio division will be represented at the national event in Wildwood, N. J., starting June 27. WBIG, Greensboro, N. C., and WMFR, High Point, N. C., are the other station sending a champ.

Over 3,000 youngsters are taking part in the WLVA competition.

JERRY COOPER

HOLLYWOOD HOTEL
CBS

FRIDAYS 9 P. M. EDST.

GUEST-ING

BRUNA CASTAGNA, on "Hit Parade," May 22 (CBS, 10 p.m.). On same program, HELEN GLEASON, May 29; LEO CARRILLO, June 5; GENE RAYMOND, June 12; LOUIS D'ANGELO, June 26.

HERBERT MARSHALL, OLIVIA DE HAVILLAND, LUPE VELEZ and LIONEL ATWILL in "Under Two Flags," on Lux Radio Theater, May 24 (CBS, 9 p.m.)

ETHEL MERMAN, MAURICE EVANS, JUANO HERNANDEZ and WALTER O'KEEFE, on Vallee Varieties, tonight (NBC-Red, 8 p.m.)

NAZIMOVA, STOOPNAGLE & BUDD and FRANK LUTHER, on Joe Cook Shell Show, May 22 (NBC-Red, 9:30 p.m.)

JAN PEERCE, on Radio City Music Hall program, May 23 (NBC-Blue, 12:30 p.m.)

OLSEN & JOHNSON, on Jack Oakie College, May 25 (CBS, 9:30 p.m.)

TYRONE POWER, LORETTA YOUNG and GREGORY RATOFF in "Cafe Metropole," on Hollywood Hotel, May 28 (CBS, 9 p.m.)

JANE PICKENS on the Cycle Trades of America program, May 27 (NBC-Blue, 7:15 p.m.)

"FATS" WALLER returns to the Swing Show, May 22 (CBS, 7 p.m.)

ERNO RAPEE, on the Music Box program, Saturday (WHN, 6:15 p.m.)

Edna Courtleigh In 2 Spots

Edna Courtleigh of the WPA Federal Theater Radio Division will do two outside jobs today, one on the "Personal Column of the Air" over WJZ at 11:15 a.m., and the other on "Personal Column" over WEAF at 4:15 p.m.

SAN ANTONIO

Leonard Holland was recently added to the KABC announcing staff.

Charles Belfi is now the production manager for Alamo Broadcasting Co.

Jack Mitchell has succeeded Charley Casper as sports announcer at KTSA. Casper has gone to Saint Louis as publicity director for the Browns baseball team.

Walter Beck of the KTSA production staff is on vacation.

Bill Boyd and His Cowboys are now heard regularly on KONO.

The Morning Express and Evening News, local owned sheets, are now listing KABC, WOAI, KMAC, KTSA and KONO programs daily with radio comments and news notes omitted. The Light, Hearst afternoon paper, with Renwick Cary as radio columnist-editor, is the only newspaper carrying full news items and remarks on chain and local programs.



● ● ● Deal to place Ken Kling's cartoon characters ("Joe and Asbestos") on the air, with Gus Van doing one part and Ken himself in the other role, is set with a ciggie firm—pending a ruling from the authorities—if horse tips are permissible.... Stanley Wood, Vincent Lopez's singer, goes with Eddy Duchin's crew the 27th.... Jack Pearl is fighting a cold caught watching the Preackness from the Vanderbilt box Saturday.... Mrs. A. L. Alexander is up and around again after divorcing herself from the appendicitis at Mount Sinai.... Charlie "Mousie" Warner of Remick, is recovering from injuries received in his auto smack-up over the week-end.... Garnet Marks is now announcing 5 Star Final for the Inter-City group.... Benny Fields will stay at the Sun and Surf club one week only—because of his previous commitments at the Loew's State, Detroit, and thence to Hollywood.... Danny Ahearn's "Charity Girl" (he was formerly an air exploiter) has a modernized Scarlett O'Hara as the theme of this novel.

● ● ● Detroit's WWJ has a Vox Pop airing from a Marriage License office.... Leslie Marcus has the prospective brides and grooms talk about each other in that romantic manner.... Recently John Sassone and Concetta Vetere applied for a permit to live as cheaply as one, and were broadcasting their sentiments, when in walked John's brother, Martin, with Concetta's sister, Rachela, who arrived for the same purpose.... Instead of a duet, Marcus aired a bridge game.... WICC, Bridgeport, takes a mike today into the home of Maria Louise Hall, who will be interviewed by Joe Lopez on her 100th natal day.... If you're on your way to see Harold E. Fellows, chief exec of WEEI, Boston's CBS outlet, this will strike your eye in the corridor: "Fire Hose" (and directly beneath) "Announcers".

● ● ● Sonny Schuyler is off probation on the Ben Bernie show. He was signed to a long term contract yesterday and goes west with "All the Lads".... The announcement won't be forthcoming until June as to who'll succeed Buddy Clark on "Hit Parade", but Larry Taylor will be the selection.... Patricia Norman, who clicked on this show, has been signed for a Warner short with Carl Hoff's crew to be made next month.... The inside is that it's not just another job for the girl—but actually a screen-test.... Barry Wood goes on Hammerstein's Music Hall next month.... Lois Kay, another Lopez singer, will be the other vocalist with Mickey Alpert's band at the Riviera opening Thursday with a Mutual wire.

● ● ● Dick Merrill came out of the Woodbury show Sunday all wet from nervous perspiration.... He was afraid of the mike!.... He encountered Bob Goldstein and asked him how the show was.... "Boy, you sure were BAD!.... They're giving you another chance to do it AGAIN later".... Dick didn't understand he had to do a repeat for the coast.... Broadway Columnist Ed Sullivan and his vaudeville act, "The Dawn Patrol Revue", auditioned at NBC the other day.... George Griffin and his "Castles of Romance" show, which just faded, has been signed for 13 weeks in Sept.... Major shifts at Robbins brings Willie Horowitz in from Chi, with Benny Goldberg going from Boston to the Windy City.... WBNX will use a 2,000-year old manuscript (just uncovered in an ancient tomb) for new series.

NEW BUSINESS

Signed by Stations

WHOM, Jersey City

Hecker H-O Co., Polish programs, through Erwin, Wasey & Co.; Le Winter Radio Stores, Italian and German programs; Jadwiga Remedies, Brooklyn, Polish program; Nuovo Mondo Motion Picture Corp., New York, Italian spots; Benjamin Photo Studio, New York, Irish program spots; I. & M. Fur Co., New York, Jewish spots.

KSL, Salt Lake City

American Fur Co., three weekly programs, through Frank McLatchy; Granite Furniture Co., "Happy Living," produced by Josephine M. Goff; Southeast Furniture Co., 52-week spot schedule, through Frank McLatchy; Lyman Motor Car Co., spots.

WNEW, New York

Bayonne Pleasure Park, spots; Arnold Constable, Sport Forum; Dermal Chemical Co. (Kolliol for sunburn) participation on "Joymakers." Serutan, daily spot, through Schillin Adv'g Agency.

KXBY, Kansas City

Tom Moore Cigars, five-a-week racing resume by Jim Bannon, through N. W. Ayer.

New NBC Dramatic Shows

Chicago—Two new dramatic shows are being prepared by NBC. "Step-mother," serial to be written by Jocelyn Gerry, starts Monday as a five-a-week, while "There Was a Woman" begins Saturday, 8-8:30 p.m. EDST, over NBC-Blue.

Myron Bennett at WXYZ

Detroit—Myron J. Bennett, formerly at WTMJ, Milwaukee, and WENR, Chicago, and KTAT, Fort Worth, is now on the announcing staff of WXYZ here.

SAN FRANCISCO

Bob Hall, radio editor of the "Call-Bulletin", (S. F.) flew in the plane along with Don Thompson, chief of special events broadcasts, when Thompson described a flight over Yosemite Sunday for KPO listeners.

Bill Holmes, radio editor of the Oakland "Post-Enquirer," back in his swivel chair after a two-week vacation in H'wood.

Henry P. Drey, manager of KROW, Oakland, denies report published elsewhere that his station has affiliated in any way with KFWB, Los Angeles, or Transamerican.

"Speed" Reilly, alert KLS sport-caster, will interview a "talking" racing greyhound from the El Cerrito Racing Kennels tonight.

Midget auto races are aired from Neptune Beach Speedway, Alameda, every Tuesday night, with Wellington Morse, KLS production manager, and "Speed" Reilly on the mike.

Frank Manoff, KROW's San Francisco announcer in their Hotel Bellevue studios, switched to KLS, Oakland, as announcer-technician.

WITH THE ★ WOMEN ★

By ADELE ALLERHAND

BERTHA BRAINARD, NBC's commercial program manager, is living proof of her own emphatically pronounced statement that the field of radio imposes no limitations on women.... Believes that given an equal measure of ability, there are no paths indented by male boots on which some gal's 3½ triple A's can't leave as definite an imprint.... That there are situations in which the mere fitness of things demands the presence of a member of one sex rather than that of the other, in radio, as elsewhere, she doesn't deny.... Declares that although the pouting and bad sportsmanship characterizing the behavior of the femininity in business constitute an imperative bid for oblivion, the femme who voluntarily abandons her birthright of feminine persuasiveness for the desk-pounding genre of forcefulness is stupid....

Anent the intermittently burning question of femme voices and the mike allergy with which they're sometimes credited, NBC's first lady intimates it's a lot of balderdash.... Says it all started way back when women's voices were not acceptable because radio had not embraced the high and low frequencies which female voices have.... Listeners-in became accustomed to the idea of male voices and now that the technical difficulties have been overcome they'll just have to be educated to a new idea.... In the matter of girl announcers on programs advertising feminine products, she believes it's a question of the approach.... Where the romantic idea filters subtly through commercial announcements, the male voice functions with more telling effect.... There's one subject on which Bertha Brainard maintains a smiling silence.... the future of women in television.... She leaves all that kind of thing to the NBC oracles who dictate official policy....

Billy K. Wells and Eleanor Lewis, the bride he acquired Saturday, collaborating on scripts for Lew Lehr's next week's auditions.... WOR's Vincent Conolly a bet to do a "Women In the News" stunt for Benton & Bowles.... Emery Deutsch to dedicate his Friday's program to Dee Collins who goes coastward soon to do a flicker job.... According to Helen Gleason, radio has increased everyone's rate of wordage from 60 a minute to 120.... She says 50 court stenographers say so....



"THE HOBBY LOBBY"

Sustaining

WOR-Mutual Network, Tuesdays,
10:30-11 p.m.

**NEWEST FORM "AMATEUR" PROGRAM
PRESENTING FOLKS WITH ODD AND
INTERESTING HOBBIES.**

Dave Elman, formerly radio head of the Marshalk & Pratt ad agency, seems to have a good idea in this show and apparently has spent considerable time doing research work in making the presentation. According to his interviewer for the opening spiel, at least 100 people were on the stage, ready to tell about their hobbies. Thus "the man in gray" was a hotel manager who was the only person extant running a chicken ranch on the roof of the hotel. Fresh eggs and chickens for the patrons. Name of the manager and hotel was omitted to avoid the gentleman being pestered but a card to Elman will bring any additional info desired.

Jean Sabal explained how she classifies the balls and balls of strings which she has saved. An artists' model has more orders than she can fill for her cemented broken dishes which she assembles for interior decorators. Jordan Bierman, youngest inventor, aged 8, told about his collapsible clothes rack. A toy bank collector also proved interesting, likewise a miniature railroad hobbyist who made practical use of his pastime. Other equally odd collectors came on and all in entertaining manner.

Elman has done a thorough job and handled the show nicely. Seems as though there are commercial possibilities for it.

"GANGPLANK INTERVIEWS"

Sustaining

WMCA, Tuesday, May 18, 10-10:15
p.m.

**RECORDED SPECIAL EVENTS INTER-
VIEWS OF RETURNING CORONATION
TRAVELERS.**

These interviews took place during the early afternoon and were recorded for night-time broadcast, which is a good way of making daytime special events available to a wider listening audience. Boat was the Normandie and the first man brought to the mike was attorney Hyman Bushel, who represents Rudy Vallee. Like a good attorney, Hymie got in several plugs for his client's sponsor. Jack Connolly, head of Pathe News, told about his 27,000 feet of film on the Coronation. Dorothy Mackaill was next, also another movie actor who was enroute to Hollywood. The fact that he made the trip with his wife was regarded as quite a feat, instead of being taken for granted by the interviewer. Grover Whalen was not yet in sight and the program reverted to the studio

music for a short time until he was available. He mentioned the difference between the Paris Exposition and the fair to be held here, also gave his regards to Donald Flamm, WMCA head. Percy Strauss also got a mention as being traveling companion of Whalen.

Frankie Basch alternated with Martin Starr on the interviews, with Dick Fishell, WMCA special events chief, also on the job.

"STEINIE BOTTLE BOYS"

(The Funnyboners)

Glass Container Ass'n of America

WEAF-NBC-Red network,

Tuesdays, 7:30-7:45 p.m.

U. S. Advertising Corp.

**ORDINARY POP MUSICAL PROGRAM
WITH FAIR AMOUNT OF PEP AND
RHYTHM.**

Nothing about this program to make it stand out from dozens of song and instrumental shows. Fairly snappy and tuneful, it nevertheless follows routine lines. The "Bottle Boys", who are The Funnyboners, start off by singing "Boo Hoo", after which "Christopher Columbus" is played, then a singing of "Today I Am a Man", a playing of "Mr. Ghost Goes to Town" and a final vocalizing of "Let's Call the Whole Thing Off".

Commercial copy plugs beer in bottles, with theme song chirping "beer is better in bottles", obviously to counteract can manufacturers.

BENNETT AND WOLVERTON

Sustaining

WJZ-NBC-Blue, Wednesdays and

Fridays, 2:30-2:45 p.m.

**MILD ENTERTAINMENT BY
VOCAL AND INSTRUMENTAL COMBINA-
TION.**

Betty Bennett, pianist and vocalist, and Joe Wolverton, swing guitarist and singer, provide a quarter-hour that is pleasing in a quiet sort of way. Both currently popular and lesser known numbers were included in the initial broadcast, among them "The Love Bug", "One Never Knows", a guitar rendition of "Avalon", Miss Bennett vocalizing "Sweet Heartache", and others. The duo has a good sense of harmony. Program originates from Chicago.

Students Give Safety Dramas

In conjunction with the safety drive being conducted by the Moline, Ill., police force, under the direction of Officer Floyd H. Taylor, head of the traffic department, a bi-weekly safety program is broadcast over WWHF, Rock Island.

A regular feature of the broadcast is the presentation by Moline high school speech class students of safety dramas, prepared by the Bureau of Education, Department of Interior, for which the students receive regular school credits.

★ F. C. C. ★ ACTIVITIES

APPLICATIONS GRANTED

WPRO, Providence. License to cover CP; 630 kc., 500 watts night, 1 Kw. day, unlimited.

WQAN, Scranton, Pa. Mod. of license to use WGBI transmitter as main transmitter and use present main transmitter as auxiliary for emergency only. Increase power to 500 watts.

WGBI, Scranton. Lic. to use WQAN transmitter as auxiliary transmitter.

Schonert Radio Service, Harrisburg, Ill. CP for new high frequency station. 31600, 35600, 38600 and 41000 kc., 100 watts.

W6XAO, Los Angeles. CP and lic. to add aural transmitter to television station. 150 watts, same frequencies with A 3 emission.

W2XE, New York. Lic. to cover CP to make changes in equipment and increase power to 10 Kw.

SET FOR HEARING

Chickasha Daily Express, Chickasha, Okla. CP for new station. 1500 kc., 250 watts, daytime.

Broadcasters, Inc., Gastonia, N. C. CP for new station. 1420 kc., 100 watts night, 250 watts day, unlimited.

Curtis Radiocasting Corp., Richmond, Ind. CP for new station. 1420 kc., 100 watts night, 250 watts day, unlimited.

United Broadcasting Co., Tulsa. CP for new station. 1550 kc., 1 Kw., unlimited.

Decatur Newspapers, Inc., Decatur, Ill. CP for new special station. 1550 kc., 1 Kw., unlimited.

A. L. Beaird, Jasper, Ala. CP for new station. 1500 kc., 100 watts, unlimited.

Airfan Radio Corp. (Ltd.) San Diego. CP for new station. 1420 kc., 100 watts, unlimited.

EXAMINER'S RECOMMENDATIONS

WSAU, Wausau, Wis. Mod. of license to 1370 kc., 100 watts, unlimited, be granted.

RCA Communications, Inc., New York. License to use 2 additional frequencies be granted.

WREN, Lawrence, Kas. Auth. to transfer control of corp. to Kansas City Star Co. be denied.

APPLICATION DISMISSED

WSJS, Winston-Salem. CP to operate on 1250 kc., 1 Kw., unlimited.

HEARINGS SCHEDULED

May 24: KGO, San Francisco. CP to increase power to 50 Kw. 790 kc., unlimited.

Carolina Advertising Corp., Columbia, S. C. CP for new station. 1370 kc., 100 watts, 250 watts LS., unlimited.

May 27: General Electric Co., Belmont, Cal. CP for new station. 9530 and 15330 kc., 20 Kw., unlimited.

June 11: Fields McCarthy Co., Poplar Bluffs, Mo. CP for new station. 1310 kc., 100 watts, daytime.

WKBH, La Crosse, Wis. Auth. to transfer control of corp. and renew license. 1380 kc., 1 Kw., unlimited.

C. P. Sudweeks, Spokane. CP for new station. 950 kc., 500 watts, 1 Kw. LS., unlimited.

Harold F. Gross, Lansing. CP for new station. 580 kc., 500 watts, 1 Kw. LS., unlimited.

Commission has ordered hearings for the following three cases subsequent to Sept. 6: Thomas J. Watson, Endicott, N. Y., CP for new station; Hearst Radio Inc., New York, CP for new station in Albany; Citizens Broadcasting Corp., Schenectady, CP for new station.

Copyright Suit Dismissed

Federal Judge William Bondy yesterday discontinued the copyright infringement suit filed over two years ago against the defunct Federal Broadcasting Co. and Sam H. Harris, the producer. Suit was filed by Jessica M. Hill, owner of copyright on the song "Good Morning to All," which the plaintiff claims was broadcast over WMCA without permission.

Weed's Detroit Office

New Detroit offices of Weed & Co., will be opened in the Michigan Building, 220 Bagley avenue, on May 24. M. J. Thoman, formerly of the Chicago staff, will be in charge.



★ Coast-to-Coast ★



LOCKWOOD & SHACKLEFORD Agency dug up an old disk series, made two years ago when a flock of present top notchers were starting to climb; dubbed the series down from 52 to 26 sides, and, presto! has a hot then-and-now program for Frank W. Dillon Co. on KEHE. Among the players in the old, and never before released records, are Bob Burns, Martha Raye, Phil Harris and his band, the Five Jones Boys and Etta Moton. Disks run 15 minutes and will go on Friday nights.

C. A. Siepman, director of programs for BBC, spent a few days in Los Angeles on a motor trip investigating educational broadcasting in America; heading east.

Mayfield Kaylor, program director for California net, back on the job after a three week illness.

Howard Chandler, vocal arranger for David Broekman's orchestra, wearing his left arm in a sling, result of prick from palm tree needle and ensuing infection.

Hudson Lyon has been added to KHJ and Don Lee technical staff.

John B. Hughes, newscaster for General Motors Acceptance nightly period, taking a vacation; will do his broadcasts from nearest Don Lee stations while away.

Jim Carroll, known on the air as Jimcrax, starts a new series on KFAC, Tuesdays, Thursdays and Saturdays, in the Will Rogers style.

CBS moving its Fiesta program into the CBS Vine street playhouse, changing times from Wednesdays to Tuesday nights, 10-10:30. Features Wilbur Hatch and ork, Eduardo Durante ensemble and Clayton Post and Don Tortilla Con Frijoles, as m.c.

Vincent Lopez became flying conductor this past week end, hopping to Stanford prom at Palo Alto, Friday night; back to Hollywood for Grace Moore's Saturday program, and playing Sunday in Oakland.

Mary Martin, singer on the Buddy Rogers Twin Stars show, being tested by Columbia Pictures.

Peter Potter, m.c. on Saturday night "Hollywood Barn Dance" on KNX, being starred in "Double Beds," comedy, at Beverley Hills Little Theater.

Fenton Earnshaw of Earnshaw & Young, transcriptions firm, off for East, to spend a while in Detroit before hopping over to Chicago for the convention.

New Thesaurus Subscribers

New subscribers to the NBC Thesaurus are WIS, Columbia, and WCSC, Charleston, S. C. Renewals have been received from WFAA, Dallas, and KTBS, Shreveport.

Disking "Time" in French

"March of Time" cast has been at work assisting a French cast in making three half-hour transcriptions of "The March of Time" in French, for France.

SIDNEY SMITH, 14-year-old tenor who has been singing with Clarence Tackett's orchestra in Oklahoma City for the past three years, has signed a three-year contract with KTUL, Tulsa, for a 15-minute program. He starts June 1.

"Sunshine Hour," on WHBL, Sheboygan, has been put on a twice weekly schedule to care for requests from shut-ins, for whom the program is arranged. Show includes Jack Foster, Ann Kenny, George Eissold and Les Schmidt, with William L. Doudna announcing.

Albert J. Southwick and Byron Ray, members of the staff at KSL, Salt Lake City, have been addressing organizations on radio-relations.

Oscar Smith of the Bachelors Quartet, on Yankee Network, will be married Saturday to Margery Curtis Drayton at the Hotel Buckminster, Boston.

"Gerry" Belmont, public relations chief of the Yankee and Colonial networks, has been passing out cigars. It's a girl.

Sportcaster Len Riley of WFBM, Indianapolis, aided by Pete DePaolo, winner of the 500-mile grind at Indianapolis in 1925, interviewed Wild Bill Cummings immediately after pulling in pits following record-breaking qualifying spin. Riley's broadcasts with DePaolo in role of official question-prompter and race authority originate from track-side at Indianapolis Motor Speedway daily.

A crew from KWK, St. Louis, including Martin Bowin, Sterling Har-

Newspaper Classified Program

"Spotlites," sponsored by Baltimore News-Post, is being aired by WBAL, Baltimore, every morning from Monday through Friday. The newspaper's classified department is handling the program, which is divided into seven classifications—used cars, help and situations wanted, real estate, for sale miscellaneous, personals, lost and found and miscellaneous.

Fashions for Men

"The Calendar for Men," a snappy show foretelling future events for men, tied in with what is appropriate to wear on such occasions, and rounded out with music and dialogue, has started on KLS, Salt Lake City. Stunt was originated by Tommy Axelsen and sold by Ed Broman to Hibbs Clothing Co. for 52 weeks.

Allan Roberts on CBS

Allan Roberts will make his debut on a network program as guest artist on "Hammerstein Music Hall" on CBS, June 1. Roberts has been heard as the "Prince of Song" on WMCA only.

kins and Jim Burke made a trek through the Union Station Yards to greet the Presidential Party as it stopped in St. Louis while enroute to the nation's capitol after President Roosevelt's fishing trip in the Gulf. A number of distinguished members of the party were heard on the air, direct from the special train, which stopped far out in the railroad yards. One of the most interesting interviews came from the President's secretary, Marvin E. McIntyre, who told all about the "boss" and his experience in landing a tarpon.

Springfield (Mass.) Repertory Players are now presenting dramatic sketches over WSPR, Fridays, 8-8:30.

Phil Davis is writing the continuity for the "Musical Headlines" program, a Sunday and Tuesday feature on WCAE, Pittsburgh. Davis takes stories in the news, tells them briefly, and then selects numbers to fit the news.

A two-hour concert of religious music by the internationally renowned Latter Day Saints Choir from the Tabernacle in Salt Lake City, accompanied by a Hammond Electric Organ, will be broadcast from the natural amphitheater in Zion National Park over CBS beginning at 1:30 EDST on Memorial Day, May 30. Richard L. Evans of KSL is handling production and announcing.

Charles Lyon, NBC announcer, assisted by Lynn Brandt, will be at the mike for the International Golden Gloves Tournament to be aired from Chicago over the NBC-Blue on May 28 at 11:05-12:30 midnight, EDST.

Theater Pipes Bowes Show

Omaha—Most expensive exploitation ever attempted by a theater here took place in connection with last week's appearance of Major Bowes' All-Girl Revue at the Orpheum and the Thursday night Bowes broadcast, which was brought into the theater by remote from KFAB and presented to the audience via the theater's own sound system. Local vote was tabulated before the audience's eyes during program. Exploitation cost \$2,300, of which the program sustained \$1,800—the usual amount spent on phones for each week's honor city—and the theater \$500.

Fizdale Moving to Hollywood

Chicago—Tom Fizdale, back from the coast, intends to move his headquarters to Hollywood in the Fall. He will maintain a small office here.

Jackie Heller at State

Jackie Heller plays Loew's State on Broadway the week of May 27. Deal set by Herman Bernie.

HUGH VOGEL, NBC salesman for several years, and formerly of Freeze, Vogel & Crawford agency of Milwaukee, has transferred to Beaumont & Homan agency here as radio director and account executive.

Marilyn Thorne, juvenile singer, will sing with Ted Weems, pinch-performing for Horace Heidt, on the Alemite show over CBS, Monday May 24.

"Lucky Girl," WGN serial, has been brought back to the air with Kay Campbell in leading role. Show is written and produced by Blair Walliser.

Bill Seymour, WLW actor, brother of Anne Seymour of "Mary Marlin," and Patricia Garrity, daughter of J. J. Garrity, Chicago theater manager, were married Sunday.

Lester Griffith, NBC announcer, and Laura Satterwaite of the production department, got around to admitting yesterday that they had been married since May day.

Henry Busse's boys threw a birthday party for him Wednesday.

Bruce Kamman, Kaltenmeyer Kindergarten boss, will tell all when he is interviewed on WCFL's Radio Comments program Saturday.

Ken Ellington has been picked by CBS to describe the 500 mile Memorial day race at Indianapolis. Ted Husing will be doing the Davis Cup matches at Forest Hills at that time.

Dick McBroom to Head Blair Research Dept.

Chicago—A new research and promotion department, headed by Dick McBroom, for the past two years manager of the NBC press department here and before that in advertising and editorial work, is being established by John Blair & Co., station representatives. Efforts will be made to supply advertisers and agencies with vital sales information by means of a new checkup system aimed to minimize the demands on stations, according to John Blair.

McBroom takes up his new duties June 1 on his return from a coast vacation.

WHBL "Question Box"

"The Question Box" has been added to the schedules of WHBL, The Sheboygan Press station, Sheboygan, Wis. During the 15-minute morning period, "The Question Box Man" offers to answer any answerable question of fact, barring medical, legal, and financial advice—or, for that matter, advice to the lovelorn. The program is conducted by William L. Doudna, WHBL program director.

PROMOTION

WFBL Survey

Results of a survey of WFBL listeners, made recently by Professor Kenneth G. Bartlett of Syracuse University, has been published in an attractive brochure. Said to be the largest telephone and personal interview study ever made in Syracuse or any city of comparable size, the results show WFBL as the most-listened-to station.

Favorite programs, in order of vote, are Eddie Cantor, Lux Radio Theater, Gang Busters, Boake Carter, Major Bowes' Amateurs, Jack Oakie, Jack Benny, Joe Penner, Lum and Abner and Kate Smith. Cantor is first in preference with men, second with the women and third with children. Lux Theater is the women's first, while Popeye the Sailor heads the children's list.

Newspaper-Radio, Tieup

In order to stimulate local interest in the National Boy Scout Jamboree, KCKN (Kansas City, Kas.) promoted 200 genuine Indian arrowheads from proprietor of local Indian curio shop and arranged a simple scrambled letter contest utilizing both newspaper and radio.

Story in the newspaper gave four letters from the name of a famous Boy Scout leader (Dan Beard) and told readers to tune to the radio program to get the 4 other letters that would complete the name.

The four missing letters were announced on the broadcast and listeners were told to look in the newspaper for the other 4 letters.

Free Seeds

A packet of Guinea Gold Marigold seeds and a booklet, "We Grew it," are given by the Northrup King Seed Co., Minneapolis, to listeners to the Almanac of the Air program over WHO, Des Moines, each weekday at 6:45 a.m. Listeners are asked to send in a date line off a packet of Northrup King seeds. Each packet is stamped with the year in which it was packed.

Mystery Contest

A \$50 prize is being offered for shortest solution to crime stories enacted Tuesday nights in "World Fastest Mystery Contest" aired over WFAA under sponsorship of A. J. Krank, Minneapolis (Krank's Lather Kreem and Lemon Cleansing Cream). Same program is aired on other network stations with or without the contest feature.

Offers Book on Furs

Cownie Fur Co. of Des Moines is offering a free booklet titled "The Romance of Furs and Their Care" to any woman who writes to the company telling the kind of fur she owns. The Cownie Musical Furrier, a 15 minute recorded program, is broadcast over WHO, Des Moines, every weekday 8:15-8:30 a.m.

ORCHESTRAS - MUSIC

ZINN ARTHUR'S debut on the MBS network May 27 inaugurates not only a new band but a new style. Arthur is responsible for a new type of music called "Maraccas Swing."

Ed Davies, baritone, is a new Paul Whiteman discovery. He'll be heard with the Whiteman aggregation in Washington the week of May 21, making a total of 43 people discovered by the maestro.

Johnny Mullaney and Ork, booked by CRA, play the annual Warner Bros. employees party in Chi. May 21.

Joe Candullo and his NBC band are heard nightly at Seven Gables Inn, Milford, Conn.

Bobby Lee, from the Parrish Cafe, and Tevia Gorodetsky, from the Russian Kretchma, are the newest additions to the dance remote parade of bands heard over WDAS, Philadelphia.

Bert Block and his Bell-Music abandon the Hotel Syracuse today and will be heard at Coney Island, Cincinnati, for five days, effective May 22, with a WLW wire. Bert takes his Bell Music into the Hotel Statler Roof Garden, St. Louis, for the entire summer, with a bi-weekly airing via CBS.

Julie Oshins and Ben Lessy, song satirists, will continue through the Summer at the Frolics, Broadway rendezvous. They are working on a new comedy routine burlesquing recent happenings at the Coronation in London.

Arthur Ravel, now at French Lick Springs Hotel with his orchestra, confesses his real name is Arthur Valentino. He's a cousin of the late Rudolf Valentino.

Charles Dornberger, whose orchestra enlivens moments at the Roosevelt Hotel, has gone back to flying. He was a pilot for 9½ years and last Sunday made his first flight in 1½ years at Roosevelt Field.

Ascap Meet Closes

Three-day convention of the field representatives of Ascap came to a close late yesterday afternoon. Final day was given over to various discussions, mainly anent the relationship between the home office and reps. The 55 attendees were guests last night of general manager John G. Paine, at the Rainbow Room.

Full-Hour "Clock" on WBRY

New Haven—WBRY has supplanted two network programs just concluded with a full-hour "Musical Clock" at 8 a.m. daily, designed to lend itself to commercial purposes. Walter Howard will handle the show.

Felix Mills, Gilmore Circus band conductor-composer, composes music without a piano or other musical instrument. He sits at an ordinary desk, sets the notes down as fast as they come to him, and rarely has to make changes.

Joe Marsala, Hickory House bandleader, has re-contracted Adele Girard, swing harpist, thus scotching rumors that Adele would join a rival band.

Les Lamont's band, playing in the new Palm Room in Frisco, is aired regularly over KYA Sundays from 10-10:30 p.m. Maestro Floyd Mills has been held over for the summer season at the Du Pont Hotel, Wilmington, Del., via WDEL and a split Inter-city net.

The Imperial Hawaiian Band inaugurate a limited engagement at the Genova Cafe, Camden, N. J., with a WCAM wire, prior to their return to the Steel Pier, Atlantic City, from which spot they air via WPG.

The Olsen musical aggregation concluded an engagement at the Metropolitan Theater, Houston, Tex., on Thursday last, played for a private party at the Country Club Friday night, and left for Los Angeles and the Coconut Grove on Saturday.

Batonist Frankie Richardson and his boys take musical command at the Club Avalon in Wildwood, N. J., May 22.

Earle Row and ork are back at the White Way Hotel, Atco, N. J., for the summer season.

Henry Busse this week wound up an engagement of 124 weeks at the Chez Paree, 72 of them without interruption. Ted Lewis and ork replace Busse for five weeks while he tours. On June 4 Maestro Busse opens a Chez Paree show unit in Detroit for 4 weeks of theater work, flying back to Chi July 2.

Rita Rio plays a one night engagement at the Paramount Ballroom in Philly, May 27.

Paley Amateur Award

Walter Stiles, Jr., amateur radio operator of Coudersport, Pa., has been selected by a board of five distinguished judges for the William S. Paley amateur radio award and will receive the award from Paley at a presentation luncheon at the Waldorf-Astoria Hotel on Monday.

Short-Waving Fight

Through special facilities installed at the ringside, NBC will short-wave the blow-by-blow description of the Braddock-Louis fight to Radio Splendid, Buenos Aires, as a sustainer on June 22. This is in addition to the sponsored fight broadcast which Buick has arranged for the Blue and Red networks.



The Time
June 20-23



The Place
Chicago



The Event
NATIONAL
ASSOCIATION
OF
BROADCASTERS
CONVENTION



Will
RADIO DAILY
Be There?



YES
and
HOW
with

SPECIAL
EDITIONS
Every Day



CATHODE RAY FOR TELE IS HELD INSUFFICIENT

(Continued from Page 1)

have the advantages that a radio has over a phonograph: vitality, interest and a well ordered flow of subject matter obtained with no effort other than the choice of competing programs.

Every radio-set owner has potentially a library of subject matter, costing him nothing at all, that far exceeds the scope of any possible collection of phonograph records. And, likewise, a television-set owner, after adequate television broadcasting networks are functioning, will have on tap potential subject material, without cost, that is beyond the pocketbook of even a fairly wealthy home movie enthusiast.

But television in the home must produce a picture of substantial size—say two to three feet on a side—which must be of satisfactory quality or detail, and be adequately illuminated. Also, the receiving set must be low enough in cost to be capable of being included in the family budget without undue discomfort.

The cathode ray system of television does not meet the above requirements, and it is rather doubtful whether it ever can be developed as a commercial competition to the home talking motion picture. However the system of the International Television Radio Corp., based upon the resonant vibrating mirror scanner, is devised to meet these requirements. Tentatively the retail price of the receivers has been estimated at \$200. The dream of the public of home talking motion pictures must be satisfied, and the public will continue to exert pressure upon organizations and their engineers until the devices it desires have been made available.

Dr. Lee de Forest, speaking recently over KEHE, Los Angeles, said: "How soon television will actually be commercialized, and in the home, depends on how soon the leaders of television engineering begin the intensive development of mechanical systems which will permit the projection on the home screen of large, brilliant, fine detailed pictures, comparable to today's home movies.

"But so long as these engineers actually praise their present tiny cathode ray miniatures for their 'unobtrusiveness,' the average radio ad-

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:
No. 34 of a Series

WDZ—Tuscola, Ill.

250 Watts—1020 kc.

EDGAR L. BILL, Pres.

CLAIR B. HULL, Mgr.

WDZ was founded in the spring of 1921 by James L. Bush for the sole purpose of broadcasting grain and market reports.

WDZ is the oldest station in the state of Illinois and the third oldest in the nation, having been preceded only by KDKA, Pittsburgh, and WGY, Schenectady, N. Y.

While in the beginning WDZ was only on the air every 30 minutes between 9 a.m. and 1:15 p.m. daily to broadcast market reports, today it operates on a full daytime schedule, between 5 a.m. and 5:30 p.m.

It was in 1929 that the station ceased to devote its entire time to markets and became a full-fledged commercial station. In December, 1935, WDZ became incorporated under the name of the WDZ Broadcasting Company, Inc., with Edgar Bill of Peoria as president. At this time WDZ was given an increase in power from 100 watts to 250 watts, and the change of wave length to a clearer channel, from 1070 to 1020.

Clair B. Hull was named manager of the station, and since the first of 1936 the staff has grown from five to 23.

dict had best console himself with what he can now actually find among the ether waves.

"But seriously, it is well within the possibilities that we shall have Television as it should be (and must be, for it to be marketable) within two years. Someone will surely get 'around that corner.' And there he will find, not a small cathode-ray tube, but perhaps a small rapidly vibrating mirror, and a reasonably large screen. Before television, as we like to imagine it, can really arrive, and be put upon a sound economic basis, the picture must first be gotten out of the bottle and put back upon the screen.

"This can be done, and it must be done. There is today sound engineering basis for this statement. And if one-half of the sums which have been expended in America and Europe upon the cathode-beam principle had been devoted to one or two existing mechanical systems, I have little doubt that there would be in operation tonight a score of commercial television transmitter stations scattered among the cities of this country, and many thousands of households enjoying visual entertainment in their homes."

It is safe to predict that television will cause a marked decrease of attendance at the motion picture theaters. This loss will be more than made up by the sale of television sets, the sale of television broadcasting time, the increased sale of products due to television advertising, and the increased use of film and film production facilities for the production of shorts for television purposes. Radio took the bottom out of the phonograph business, but who is there today who would want to turn the clock of progress back to the pre-radio era? And should television provide more genuine interest and entertainment for the general public and many more new commercial advantages, who would then question the general and expanding use of

television facilities even though this process cost the motion picture industry a substantial loss of audiences and a reduction in the tremendous earning power of the few glamorous stars of the silver screen?

People who attend a motion picture theatre resent any attempt to utilize the performance which they pay to see as an advertising medium. But this is not the case in the home. Radio has accustomed us to the sponsored program, just as the newspapers have made it natural for us to have advertising side by side with our news. We know that advertising in a newspaper provides the funds that make it economically possible for the paper to put out excellent issues with complete news from agencies embracing the whole Earth and containing the ideas of the skilled commentators and columnists of the day. We know that advertising on the sponsored radio programs provides superlative entertainment that is commercially healthy. Likewise sponsored television will be acceptable. And with it will be released the most powerful medium of advertising that mankind has ever experienced: Eye value, charm, appeal of products that can only be duplicated by a trip to a store under the guidance of a superior salesman. And, better still, this trip is made as a unit by the whole family who are free to comment upon the merchandise displayed, without being subjected to such censorship as might be self-imposed by the human desire we all have to protect the salesman's statements from our pointed criticism or disagreement.

Omitting from consideration the cultural and entertainment value of television, the very fact that it will create large sales of merchandise by reaching effectively millions of potential buyers, will of itself increase production of merchandise and naturally increased business, and be a marked influence in stimulating and

CHICAGO SURVEY SHOWS TASTES ARE GOING UP

(Continued from Page 1)

character of advertising in broadcasts is seldom criticized, though the amount is, and that broadcasters in general are doing a good job of programming.

Duplication of programs (the same event on two stations simultaneously) and the exciting type of children's fare aroused complaint, and there was widespread expression that too few listeners write in commending broadcasters for their excellent programs.

Jack Benny, Father Coughlin, March of Time, Eddie Cantor, Fred Allen, Wayne King and One Man's Family led the list of favorite shows.

maintaining our national prosperity. In other words, the advertising value of television alone would make it a valuable contribution to the well-being of our people.

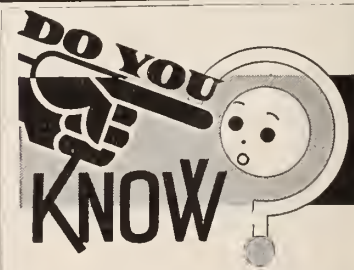
After we have seen a two-hour program in our home of an evening we naturally have no desire to go to the local motion picture theater. Serials and certain recurring features will tempt us to a nightly habitual use of our set. Of course, the home program must suit our taste. Radio has taught the broadcasters drama and diversity, and we can expect this lesson to be inherited by the program specialists of television. The motion picture theater cannot give the audience anything that approaches the drama and diversity that is possible with television. For example, television can show a boxing bout in progress, while the climax is in the lap of the gods. Motion pictures of the bout are an anticlimax, for we have read about it in the newspapers before we see it at the theater, and that important element of dramatic suspense is absence.

It seems certain that some tens of thousands of people who depend upon the motion picture industry for a living, will find television encroaching upon their livelihood. But is this important when television promises the creation of hundreds of thousands of new jobs and thru its advertising appeal some hundreds of thousands of additional workers to manufacture the products it sells on its programs?

ONE MINUTE INTERVIEW

SHEP FIELDS

"In swing I believe we have reached the ultimate in popular music. Whatever future ideas there will be in dance style can only be variations of what has already been done. We have gone to every conceivable extreme and from now on we will be merely retracing our steps in some form or other."



Canada now has approximately 1,026,000 radio licenses in operation, against 862,110 a year ago.



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 73

NEW YORK, N. Y., FRIDAY, MAY 21, 1937

FIVE CENTS

Sarnoff Sees No Tele Yet

STERLING PRODUCTS RENEWS 2 NBC SHOWS

Two Sterling Products NBC accounts "Backstage Wife" and "How To Be Charming" yesterday signed 29-week renewals effective June 14. Former show is heard on 24 NBC-Red stations, Mondays through Fridays, 11:15-11:30 a.m., latter is on 43 NBC-Red stations from coast to coast, Mondays, Wednesdays, Fridays, 11:30-11:45 a.m., with repeat 2:30-2:45 p.m. Blackett-Sample-Hummert Inc. is the agency.

WBCM Off Air 5 Hours In Power Plant Strike

Bay City, Mich.—Strike of Consumers Power Co. workers Wednesday forced WBCM off the air for almost five hours due to lack of power. Chief loss to listeners was the Tigers-Athletics baseball game description. WFDF, Flint, was not affected, the strike being settled before power could be turned off there.

VanCronkhite Associates Add Five More Offices

Chicago — In an expansion move necessitated by enlargement of its news feature service and the addition of writers to the staff, VanCronkhite Associates Inc. has leased five additional offices. The firm headed by John VanCronkhite is taking almost the entire front of the building at 360 North Michigan Ave.

E. T. License Parleys Adjourned to Tuesday

Publishers and the song writers' committees who met yesterday to discuss the proposed handling of
(Continued on Page 2)

WICC Adds 1/2 Hour

Bridgeport, Conn.—WICC's summer broadcasting schedule, starting Monday, will be increased by a half hour, Monday through Saturday, 6-6:30 a.m.

The new program, featuring transcribed popular orchestras and vocalists, will originate at WNAC, Boston, a member of the Yankee Network to which WICC also belongs.

CONTINENTAL'S NAME NOW SCRIPPS-HOWARD

Continental Radio Co., effective immediately, will change its name to Scripps-Howard Radio Inc. Firm is a subsidiary of the Scripps-Howard newspaper chain and controls the radio stations owned by the chain. Change in name was made to associate the stations more closely with the parent organization.

WJBK Goes One Better On Baseball Reports

Detroit—after being temporarily halted in airing the Tigers' out-of-town baseball games as a result of Western Union refusing to supply the service, WJBK not only is getting the wire reports through undisclosed channels, but is even adding New York to the list. Al Nagler is at the mike for the WJBK descriptions.

Continuing its fight in the W. U. matter, WJBK took space in the De-
(Continued on Page 3)

A. F. of L. Moves to Keep CIO Out of the Radio Field

American Federation of Labor through three of its local units has filed request with Loew's Inc., owners of WHN, that only A. F. of L. men be employed at WHN it was learned yesterday. Engineers of WHN are affiliated with the American Radio Telegraphists Ass'n, a CIO union.

A. F. of L. unions who filed the request with Loew's were the musicians union, Local 802, Local 1 of the Theater Protective Ass'n (stage

Commercial Visual Broadcasting Is Not Planned by RCA and Others for At Least Two More Years

FCC TO INVESTIGATE ACTS OF RADIO LAWYERS

By GEORGE W. MEHRTENS
Washington Bureau, RADIO DAILY

Washington—General shakeup of Federal Communications Commission regarding practices of radio lawyers tampering with commission files through assistance from friendly stenographers and clerks has resulted in the appointment here yesterday by commission of a special committee consisting of Commissioner George Henry Payne, chairman, Thad H. Brown and Commissioner Paul A. Walker to investigate the case of George S. Smith and other incidents of similar character.

For a long time it has been the practice of radio lawyers through the co-operation of stenographers to substitute papers in the commission's

(Continued on Page 3)

Mel Hollinshead Joins Morner Productions

Melvin A. Hollinshead, an executive with Campbell-Ewald in Detroit and New York for the past 15 years, has become a partner and vice-president in Morner Productions, radio producing firm headed by Count Gosta Morner as president. The Morner firm has expanded its quarters at 2 West 45th St.

Chicago—There will be no commercial television this year, neither RCA nor any other manufacturer having such plans for the present season, while next year is problematical, President David Sarnoff of RCA told 500 wholesalers attending the annual RCA-Victor sales meeting here. The public can safely buy new receivers, knowing they will get full value before television receivers and programs are available, he declared.

Though television will bring great-
(Continued on Page 3)

NEWSPAPER OWNERSHIP OUTSIDE FCC AUTHORITY

Washington Bureau, RADIO DAILY

Washington—Bill introduced in the House by Congressman O. D. Wearin to prohibit ownership of radio stations by newspapers has been turned back to the Interstate and Foreign Commerce Committee

(Continued on Page 3)

Dizzy Dean Collecting \$40,000 From Radio

Dizzy Dean, ace hurler of the St. Louis Cardinals of the National League, will gross \$40,000 from his radio earnings this year according to a report credited to Mrs. Dean. "Dizzy" is paid \$1,000 a week by one advertising agency regardless of how many times he takes the air. He appears on other programs for \$250 and up.

Sets Going Deluxe

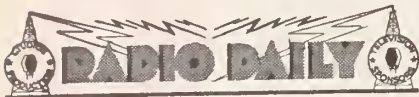
RCA-Victor's new season line of radio receiving sets will feature a number of improvements and modern conveniences.

Among them are push-button electrical tuning, armchair control, new overseas dial which allows 50 times more space on the dials to foreign stations, and a Sonic-Arc "Magic Voice". There are 39 different models in the new series.

Cleanup Campaign

Laundryowners National Association, Joliet, Ill., has appointed Batten, Barton, Durstine & Osborn to handle a new advertising campaign now being planned. The association includes 2,500 power laundries in the U. S. and Canada. Some \$2,000,000 will be spent in a co-operative campaign with radio as one of the mediums. Chicago office of B.B.D. & O. is handling.

(Continued on Page 3)



(Registered U.S. Patent Office)

Vol. 1, No. 73 Fri., May 21, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk and Verne Bailey, 6425 Hollywood Blvd. Phone Granite 6607. Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

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FINANCIAL

(Thursday, May 20)

NEW YORK STOCK MARKET

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	166½	164	166	+ 2½
Crosley Radio	20¼	19¾	20¼	+ 1
Gen. Electric	54	52	54	+ 1½
North American	24½	22¾	24¼	+ 1¼
RCA Common	9½	8½	8¾	+ ½
RCA First Pfd.	68¾	67	68¾	+ 1¾
RCA \$5 Pfd. B.	(75 Bid)			
Stewart Warner	18½	17¾	18¾	+ ¾
Zenith Radio	34½	33¼	34¼	+ ¾

NEW YORK CURB EXCHANGE

	Bid	Asked
Hazeltine Corp.	53½	55½
Majestic	53	55
Nat. Union Radio	12¼	13¼

OVER THE COUNTER

	Bid	Asked
CBS A	53½	55½
CBS B	53	55
Stromberg Carlson	12¼	13¼

Lucky Strike Ork Changes

Lucky Strike will change the bands on the Hit Parade broadcasts the first week in June. Mark Warnow, currently heard on the Wednesday night NBC programs, leaves the air June 2. The following week Richard Himber and his band will appear for a one shot. Harry Salter takes over the show July 16 for eight weeks. Al Goodman is now playing the Saturday night CBS show, but leaves the program June 5. His successor has not been announced.

MARTIN BLOCK'S "Make-Believe Ballroom"

A WNEW FEATURE
1250 Kc.

10 TO 11 A. M. □ 6 TO 7:30 P. M.

Benton First to Phone from China

William B. Benton, of Benton & Bowles, was the first person to place an incoming commercial call over the new China-U. S. telephone circuit which was opened Wednesday. Benton talked with Atherton W. Hobler, president of the agency, from Shanghai. Benton is on a world tour.

Second Protest is Filed By ARNEW on Post Yarn

A second letter of protest has been sent by the Association of Radio News Editors & Writers to the Saturday Evening Post in connection with the weekly's recent article contending that censorship has been exercised in news over the radio.

The first complaint by ARNEW brought a reply from Wesley W. Stout, Post editor, stating he believed the facts in the article were correct. John VanCronkhite, president of ARNEW, responded with another request for correction of the alleged misstatements.

WMCA Gets Orchestras

Dance orchestras from the Hollywood Restaurant on Broadway will be heard over WMCA-Intercity four nights a week starting tomorrow, according to Alfred Hall, WMCA program director. Bands include Eugene Jelesnick and his European Society Orchestra, Mondays and Saturdays 11-11:30 p.m., and Mitchell Ayers' Fashions in Music, Sundays and Thursdays at 11:30-midnight. Soloists and featured artists with the bands are included in the broadcasts.

Col. Major's Mail Leaps

Colonel Jack Major, who emcees a Monday 3-3:30 p.m. show over the CBS network, has jumped to fifth place on the Columbia calendar in the amount of unsolicited mail he is receiving. Major sings, whistles, yodels, reads his homespun poetry and tells "whoppers" in addition to emceeing.

George Sharp to Recess

George Sharp, baritone on WMCA, is leaving the airwaves for the summer. He returns in the fall to continue his "America's Music in Review" series. On June 7, Sharp will be soloist with the Rockland Symphony Orchestra at Haverstraw, N. Y.

WIND Gets Football Series

Chicago — Exclusive air rights to the Chicago Cardinals' professional football games this fall have been acquired by Ralph Atlass for WIND. A sponsor will be sought.

Insurance Series on CKLW

Windsor, Ont.—CKLW this week is carrying a series of human interest stories sponsored by Mass. Mutual Life Insurance Co. in connection with Life Insurance Week.

Pinney Joins WSPR

Springfield, Mass.—Russell F. Pinney of Rockville, Conn., has joined the WSPR engineering staff.

Station celebrates its first year on the air June 3 with special ceremonies now being planned.

E. T. License Parleys Adjourned to Tuesday

(Continued from Page 1)

electrical transcription and movie synchronization licenses by the Song Writers' Protective Ass'n had a friendly talk and adjourned until Tuesday. No definite action was taken by either side, excepting concessions mentioned and the possible mechanics of working out a suitable solution. Spirit of cooperation was evidenced by both sides.

Publishers committee was Walter Douglass, A. M. Wattenberg (attorney for Warner subsidiaries), Jack Bregman and Louis Bernstein. Writers' committee was Irving Caesar, George Meyers, Joe Young and Abel Baer.

Courtland Smith Resigns As Pathe News President

Courtland Smith, president of Pathe News, last night resigned from that organization. He will enter the radio and television field. Ned E. Depinet succeeds Smith as president of Pathe News.

Changing to Light Music

A program devoted to light symphonic and oral music will replace the Philadelphia Philharmonic orchestra on the Association of Banks programs during the summer months. Program will be under the joint direction of Ferde Grofe and Edwin Smalle, vocal stylist. New series will begin June 4 and continue for 10 weeks. The Philharmonic orchestra will disband for the summer to allow members to fulfill concert dates all over the country, but will re-assemble in time to take over the show August 13. Program is heard over 41, CBS stations Fridays, 10-10:30 p.m. Wessell Co., Chicago, is the agency.

CBS Swing Club Celebration

CBS will devote a full hour to the celebration of the first anniversary of the Saturday Night Swing Club on June 12. Program, scheduled to be broadcast over the entire CBS network 12 mid.-1 a.m., will feature bands picked up from different spots throughout the country and a special short wave broadcast from Paris. The regular broadcast, usually heard from 7-7:30 p.m., will be omitted on that date.

Wanted—Announcer

Local Texas Station desires announcer. Give full details of experience, education, references. Send picture. State salary expected. Box 666, RADIO DAILY, 1501 Broadway, New York City.

COMING and GOING

MORTIMER C. WATTERS, manager of WCHS, Charleston, W. Va., is in New York on business.

WILLIAM CHERRY, head of WPRO, Providence, is a New York visitor.

FREDERIC WILLIS, CBS assistant to the president, sails on the Stavangerfjord May 26 for Oslo, Norway, for an indefinite vacation.

WARREN P. WILLIAMSON, executive of WKBN, Youngstown, is in the city.

HARRY TRENNER, commercial manager of WNBF, Binghamton, was in town yesterday.

ALBERT W. MARLIN, manager of WMAS, Springfield, Mass., is in the city.

HARRY SEDGWICK, CFRB (Toronto) manager, arrived in New York late yesterday afternoon.

SAMMY FAIN and IRVING KAHAL, songwriters, leave next Thursday for Dallas.

ARTHUR FISHER will arrive today from a short trip to Hershey, Pa.

RALPH WONDERS leaves next Thursday for Cleveland.

P. L. DEUTSCH, president of World Broadcasting System, is back from Hollywood where WBS plans to have a new \$250,000 structure ready by Oct. 1.

MRS. WILLIAM RICHARDSON of West Baden, Ind., mother of Ann Richardson, Consolidated Radio Artists executive, is visiting in New York.

JIMMY BLAIR, formerly known as Buddy Blaisdell, arrived in Hollywood early this week. Dolan & Doane are arranging for him to go into a Young and Rubicam show.

RICHARD J. POWERS, Dallas district representative for Ascap, and MRS. POWERS have returned home after a brief stay here.

MARK WARNOW will leave for a two-week vacation in Hollywood on June 6. BUDDY CLARK, scheduled for pictures, will accompany Warnow.

BENAY VENUTA leaves for Swan Lake, N. Y., immediately following her broadcast Sunday night.

JANE PICKENS to Pittsburgh today to appear on final broadcast of "House That Jacks Built."

ROSALINE GREEN returned from Washington yesterday.

SHEP FIELDS and band to Stanley Theater, Pittsburgh, for one week. Will make special trip to New York on Sunday for broadcast, returning to Pittsburgh immediately after airing.

PAULA O'BRIEN of MCA returns today from a 5-day business trip to Syracuse.

JOHN G. PAINE, general manager of Ascap, left for Washington last night on MPPA fair practice biz with the FTC.

Spector Signs Newcomers

Martin Spector, artists' representative, has signed 17-year-old Carol Bruce to an exclusive contract. Miss Bruce will be auditioned for radio shortly. Spector has also signed Clyde Burke and will handle his radio appearances in the future.

"BARON MUNCHAUSEN"

JACK PEARL

RALEIGH and
KOOL CIGARETTES

WJZ-10 P. M. E.S.T.—Friday
NBC Network

Dir.: A. & S. LYONS, Inc.

COMMERCIAL TELEVISION STILL FAR OFF--SARNOFF

(Continued from Page 1)

ly increased costs to advertisers, it also will bring greatly increased opportunities to justify those costs, Sarnoff pointed out. He said he expects television to utilize short movies for advertising purposes much after the fashion of present spot broadcasting in radio. He does not think television will supplant the movies.

RCA introduced 39 new models running from \$24 to more than \$250. It was also reported that all divisions of RCA have been operating in the black all this year, with prospects continuing bright.

FCC to Investigate Acts of Radio Lawyers

(Continued from Page 1)

files. Lawyers are also known to have set up dummy companies in order to get or oppose granting of wave length licenses. The commission has issued an order calling upon George S. Smith and Paul M. Segal to show cause why they should not be suspended, disbarred, their right to practice before the commission revoked, or their appearance before commission prohibited.

The commission charges Segal and Smith with alleged unbecoming, unethical and unprofessional conduct and demeanor for alleged concealment, in obtaining admission to practice before commission, of material facts with reference to their legal qualifications. Smith and Segal, according to commission, on or about Dec. 9, 1936 knowingly and with intention to deceive, interpolated certain signed and notarized depositions into the files of the commission in the case of Richard Castro, who was not the applicant, but was used as a dummy for another person or persons. The commission further charges that the two lawyers formed the Palmer Broadcasting Syndicate, Inc., as a dummy applicant, to delay the commission consideration of other applications.

Today's order gives both Segal and Smith 31 days to file answers to the charges and announces that it will enter upon a hearing time and place to be determined later to bring out truth or falsity of charges.

Jacks Program Fading

John H. McGinley, millionaire sponsor of "The House That Jacks Built," heard Fridays, 7:15-7:30 p.m., leaves the air after tonight's airing. Program consisted of guest soloists accompanied by an organist.

Stand By for a Radio Flash

You're a Hit!

FULL DANCE ORCHESTRATION—50c
WHITNEY BLAKE MUSIC PUB.
1585 Broadway New York City

NEW PROGRAMS—IDEAS

Miniature Home Contest

Akron—WJW has just put over a unique program. R. K. Crawford of a local realty company sponsored the idea of a Junior Model Home Building Contest. Boys and girls in the public schools were eligible.

Akron, like many other cities, has many houses which are obsolete and not fit to live in. The idea of this contest was to promote good design, beauty and quality in house construction. In order to stimulate interest in building miniature model homes many prizes were offered by some of the leading citizens.

Every Monday afternoon at 4:45, Crawford gives an inspirational talk over WJW on the advantages of style and beauty in home building. These talks are supplemented by high school orchestras and talented musicians from Akron's public schools. With no other publicity than that furnished by the facilities of the station, the contest has been a tremendous success.

Builders are planning to build several homes in Akron patterned after the models submitted in this contest and the air programs will continue in order to acquaint this community with the progress being made. Eventually Akron will reflect the impulse toward better housing caused by the success of Akron's First Junior Model Home Building Contest.

Broadcast from Store

A novel program is featured over WSOC, Charlotte, on Mondays, Wednesdays and Fridays at 3:15 p.m., when an enterprising and wide-awake domestic electrical appliance company presents two well-known

local personalities. "Bluefoot" Lochman, blackface song and chatter comedian, accompanied by "Bo" Norris at the piano, set up right in the store, from which point the show is broadcast by remote control. "Bluefoot" carries on darky-dialogue and songs in his own characteristic way, while Bo contributes novelty piano solos. The public is invited to attend the programs, and visitors are given flowers and refreshments by the sponsors, Eptings Inc.

Tour of Hospital

WCBS, Springfield, Ill., aired a unique and unusual broadcast when announcers Dave Meyer and oJhn Corrigan toured St. John's Hospital in observance of National Hospital Day.

Placing WCBS microphones in several of the interesting departments the announcers were able to interview the supervisors and have the equipment and the operation thereof explained to their radio audience.

In the course of the broadcast word pictures were given of the X-Ray, Laboratory, Eye-Ear-Nose-and-Throat Department, the Operating Rooms, the Dietary Department and the Children's Hospital.

Interviews from Streamliner

With inauguration of service on Chicago & Eastern Illinois R.R.'s Egyptian Zipper on May 20, Manager Clair Hull of WDZ, Tuscola, Ill., will have the only regular daily broadcast from a streamlined train—and possibly from any train in America. Hull has been broadcasting his sponsored program from the rear coach of an old style train between Villa Grove and Tuscola, using short wave.

Newspaper Ownership Outside FCC Authority

(Continued from Page 1)

by the FCC, who advised Wearin yesterday that the matter is not in its jurisdiction. Wearin said he would press for early hearings in committee.

"Woman Behind the Man" Series

A new series dramatizing "The Woman Behind the Man" starts at 8 p.m. tomorrow over the NBC-Blue network. First show will be based on the story of Peggy Arnold, wife of Benedict Arnold. Idea is to show how women influenced the lives of famous men.

John M. Young of the NBC Chicago continuity staff is author of the series. Bessie Boynton assisted in research.

Leading roles in the initial presentation will be taken by Templeton Fox, Bob Griffin and Phil Lord.

WJBK Goes One Better On Baseball Reports

(Continued from Page 1)

troit Free Press this week to tell fans its story in regard to the baseball broadcasts. The message was signed by James F. Hopkins, manager of the station.

The WJBK case is now before the FCC.

Theater Group on Air

American Theater Council Convention, to be held at the Hotel Astor on Monday, Tuesday and Wednesday, will be broadcast over WEAF, at 1:15-2 p.m. on Monday and Tuesday. Helen Hayes, Frank Gillmore, Sidney Howard, Frank Crownshield, Burns Mantle and others will be heard.

RECORDINGS

Productions -- Transcriptions

Sound Reproductions Corp.

17 West 46th St.
New York City

Telephone
BR 9-8265

A. F. OF L. MOVES TO KEEP CIO OUT OF RADIO FIELD

(Continued from Page 1)

union's desire to keep the CIO out of the entertainment and radio field which is largely controlled by the A. F. of L. through its affiliated unions.

WHN engineers through the ARTA have been conferring with WHN executives for some weeks in an effort to have the station recognize the ARTA, but in view of the new turn in events it is possible that Mrs. Herrick will have to serve as the arbitrator to figure a way out of the dilemma.

Unionization of technical employees of radio stations is beginning to take on a free-for-all aspect with the International Alliance of Theatrical Stage Employees definitely going in to the field by appointing James Brennan, vice president, to be in charge of this form of organizing.

IATSE plans to issue a separate charter to the radio groups whose jurisdiction would include, control board, sound effects and other men connected with electrical apparatus. IATSE will have the support of affiliated A. F. of L. locals.

Complications appear imminent with the CIO and ARTA on the scene as well as company and other unions and guilds.

ST. LOUIS

Bill Foreman of the KWK staff will be away from the studio for about a week because of illness. Buddy Mills takes over the programs to which Foreman is assigned.

Ruth Ecoff, long a member of KWK's staff, was married yesterday to Herb Hahler, local orchestra leader.

Roger Pryor's orchestra begins a series of nightly dance music broadcasts on KSD at 9:45 tonight. Red Nichols' orchestra will be aired by KSD for two weeks opening May 29.

KMOX has renewed the Park Plaza Crystal Terrace pick-up for the Summer. Lou Blake and his Aristocrats of Music are the current attractions in that popular night spot.

Lavina Mae who worked with her mother, Edna Mae Hummert, a pianist at KMOX when that station had its headquarters at the Mayfair Hotel several years ago, is the new vocalist at the Hotel Kingsway tavern.

THE SONGBIRD OF THE SOUTH

★ ★ ★ ★

KATE SMITH

A & P BANDWAGON

THURSDAYS

CBS NETWORK 8-9 P.M., E.S.T.

EXCL. MANAGEMENT TED COLLINS



CARROLL O'MEARA, writer and producer with KHJ and Don Lee staff, and several of whose plays have been on national nets recently, leaves Don Lee June 1 to join the Hollywood staff of Young & Rubicam agency, starting June 7. Which of the Y. & R. shows he will be assigned to work on will not be decided until after he has had a chance to get the feel of the office.

Ernest Spence of KIRO, Aberdeen, Wash., visiting in Los Angeles.

Forest Lawn's "Reunion of the States" series, finishing for the season this week, will be followed during the summer by Mertens & Price Sunday Players disk series, Sunday afternoons on KNX, CBS outlet. This will put the Sunday Players on two local stations the same day; KEHE continuing its series, and KNX using dramatizations not yet used locally. Don Miner is agency.

Douglas Evans, for five years one of KFI-KECA's leading announcers, has been made chief announcer, replacing Tom Hanlon, who has gone to KNX. George Gates, formerly with WCAU, added to Anthony station's staff replacing Lary Chatterton, also gone to KNX.

Kelly Anthony, son of Earl C. Anthony, owner of KFI-KECA, and assistant manager of the stations, has returned from China Clipper trip to Hong Kong, stopping for lunch, or slightly longer, and heading for England, combined pleasure and business trip, to be home in July.

Fay Wray has been set for interviewing on George Fischer's Hollywood Whispers program on Mutual, for May 22. Joan Blondell goes in May 29, followed by John Trent on June 12.

Fred Dahlquist, producer of "Thrills" for Union Oil, upping and downing from San Francisco this week to sign the bridge builders for a forthcoming program.

J. (for Jack) H. Withington resigning from KFAC sales staff to head his own agency, which starts off with some half dozen accounts already on the air.

Walter Winchell handed out real orchids yesterday when Sheriff Homer Sylvester and brother Cass were given plaques by the governor for capturing the killer of G-Man Baker. Winchell aired and sent the costly blooms in time for the banquet at Plattsmouth, Neb.

Loretta Correnson goes to the publicity desk for KMTR, in place of Dolores Ehlers, transferred to the sales office, downtown.

Casper Resigns from KTSA

Charles Casper, sports announcer heard over KTSA, has resigned from that station to become publicity director of the St. Louis Browns baseball team. Casper was under contract to Wheaties and Socony-Vacuum to broadcast the baseball games over KTSA.



● ● ● Tommy Rockwell, Cork O'Keefe and Ralph Wonders will meet in Chicago a week from Monday to discuss percentages, names on doors and letterheads!... Dale Carnegie auditions today at NBC for a big show... That Jack Haley-Ted Fio Rito audition piped in from the coast (reported here last Friday for Benton and Bowles) is not for a summer show—but next year—selling Log Cabin Syrup... Eddy Duchin is auditioning every available femme singer to go west with his band... Ken Smith, president of Pepsodent, hired Val Ernie and band to go from Detroit to Chi and play on his yacht June 5—a small birthday gathering!... Carl Ravell has been renewed at the Lexington and will remain until the middle of July or the first of August... Ralph Kirbery has been signed for a series of Chevy transcriptions... Meredith Willson, NBC music director in Frisco, piped in a half-hour musical show for an eastern coffee concern... Neila Goodelle will return east and to Educational pictures after doing a turn for Paramount on the coast next Fall.

● ● ● Who's afraid of "13"?... "A Night at the Inn," WCAE (Pittsburgh) show ran 13 Wednesdays, was renewed on the 13th for 13 additional weeks... Mission Broadcasting Company must be more interested in bicycles than kilocycles. Bill Laurie, KONO, San Antonio, announcer, bought a motorcycle, and Bill Watson and George Downs, also wordslingers, got themselves two-wheelers... In Dayton, Ohio, this is the current rage: Judge E. N. Davidson was in his chambers and Bailiff Clem Imfeld opened the door to announce the time for court session... The eminent jurist didn't pay any heed, since he was listening to his radio with WHIO carrying a play-by-play of the Chi-Red game... "Chicago just loaded the bases," he said... Both remained listening to the game until the Cubs were retired in the fourth frame, delaying court spectators and lawyers.

● ● ● Eddie Cantor leaves the Texaco program next Sunday for the summer—but Bobby Breen and Deanna Durbin are to be hold-overs for two airings thereafter... The deal for Feen-a-mint to stay on with guestars flopped... Raymond Paige composed "The Toast of N. Y." to be heard on Hollywood Hotel... Rhoda Chase, the Major Bowes singer, was "robbed" from Mickey Alpert—and goes into the Rockefeller Roof as a SINGLE... Teddy Bergman does a commercial film for Travelers Life Insurance using a new character "Ozzie"... Lester Lee set writer Joe Fox on the Philco transcriptions... Kathryn Rand opens at the Arcadia in Philly on Monday... Herbert Moore of Trans-Radio Press has installed a RADIO in his offices for the first time in two years... Is Major Bowes talking "turkey" with J. Walter Thompson... Due to expansion, Mutual moved its program, sales and traffic depts. from the 24th to 23rd floors.

● ● ● Buddy Clark, Jonie Taps, Eddie Wolpin and Al Porgie went down to Philly the other night to see Guy Lombardo at the Earle... A dice game started in Guy's dressing room. Without much time passing, Lombardo made four straight passes, which prompted some one to remark, "Hit two more, Guy, and you'll make the SHEET"... Charles Dornberger's departure from the Roosevelt was caused by the policy planned by the hostelry... They wanted him to play only for dinner—which meant giving up his wires!... Sammy Fain and Irving Kahal composed the music for the Pan American Casino in Dallas. Feist has two of their songs, "Don't You Know or Don't You Care" and "Blue Bonnet"... Stars booked for this spot are Lanny Ross, Benny Goodman, Rudy Vallee, Borrah Minnevitich and Ted Fio Rito... If Johnny Messner wants to keep his job at the McAlpin, here's two rules that the management prefers over music ability: Don't throw butts around the bandstand and be polite to the owner when he comes in.



HAVEN McQUARRIE brings his "Do You Want to Be An Actor" show to the State-Lake theater today. Winner of auditions will get a free trip to Hollywood and Warner Brothers screen test.

Tom Gentry has signed two WJJD vocalists, Helen Park and Hal Jeffries, for his orchestra. Jeffries' name will be changed to Jeff Hall when they go to work with ork in Detroit. Jane Kay, another WJJD songstress, recently left station to join Joe Sanders.

Red Norvo and Mildred Bailey will do a one nighter at the Aragon ballroom next Saturday.

Harry Grayson, University broadcasting council continuity writer, took a week's vacation.

Charley Richter of Consolidated Broadcasting sales staff has joined the Drake hotel to handle advertising, publicity, music and entertainment details.

Kay St. Germaine of "Listen to This" and "Modern Cinderella" has joined Jack Denny's orchestra as soloist at the Gold Coast room of the Drake hotel.

WBBM Nutty Club moves from Friday to Saturday nights starting this week.

Norman Pearce, Bachelor Poet, broadcast at 12:30 from New York Wednesday, flew to Chicago and was on the air here at 10:15 p.m. same night.

Gentlemen of Rhythm, alternating with Don Bestor at Congress Casino, move today to Glass Hat room, which has an NBC line.

Lou Bring is replacing Jimmy Joy at the Stevens, May 28.

Russ Young, WGN announcer, now handling production on "Bachelor's Children" since Ed Smith has gone to General Mills at Minneapolis.

WQXR Program Changes

Five programs on WQXR sustained changes in time or spot. "Music at Twilight," now called "Musical Varieties," changes from Sundays 6-7 p.m. to Saturdays 9-10 p.m. "Young America Sings," formerly heard on Saturdays 3-3:30, will now be heard on Tuesdays 5:30-6. The Jascha Zayde program will be aired Tuesdays 6:45-7, in addition to the Thursday 6:45 spot. Rose Dirmann, soprano, changes from Thursdays and Saturdays, 9:45-10, to Mondays and Tuesdays at the same hour. James Pomeroy Hendrick, baritone, formerly heard on Tuesdays, 6-6:15, will broadcast on Thursdays at the same time.

Apostles' Creed Broadcasts

WHBL, Sheboygan, Wis., is presenting a series of thirteen fifteen-minute broadcasts at 1:30 p.m. each Monday based on the Apostles' Creed under the direction of the Rev. Richard Felix, Benedictine missionary.

WITH THE ★ WOMEN ★

By ADELE ALLERHAND

FREDDYE GIBSON, the latter-day "Gibson girl", will be introduced by brother Bob, the CBS page boy who's gone sustaining, when she appears on Saturday's "Hit Parade"....The Kay Thompson outfit are ganging up on the great god Hymen these days....Kay herself married two months ago....Helen Jackson and Art Millett entered double harness 6 weeks ago....John Smedbury was hitched sometime during the past few months....Daisy Eaton plans to join the great marrying majority in a couple of weeks with a likely young Wall Streeter....Helen Hover, the scribbling lass who knows more about the private lives of radio stars than they suspect themselves, contributes an illuminating morsel titled, "How the Women Won this Battle of Wits" to the mag section of the Eve. Journal, May 29....with side-lights on gal gagsters like Mabel Albertson and Beatrice Freedman....

Madeline Ensign of WOL, Mutual's Washington affiliate, appears to be the only femme on a network station doubling in executive brass....she's publicity chief and head of program department in that outfit...."News Through a Woman's Eyes", the Kathryn Cravens program, will continue to be heard over CBS through the dog days....Pontiac has just renewed that contract....Diane Dillaire of the KLZ players is being speeded on her way by the rest of the cast on account of she's been signed for 12 weeks of stock at Ramona Park, Grand Rapids, Mich....Vido Musso, tenor sax of the Benny Goodman band, is dejected 'cause he can't see his new 8-lb. daughter until he goes coastward June 28....Band commitments prevent....

Marguerite Otto, hostess at KYA, has resigned in favor of government employment at the San Francisco presidio....Mrs. Pennyfeather Princewhistle has been announcing the disappearance of two teeth, one by virtue of Christian Science, t'other by force of forceps....E. R. Hampton, the "Wise Man", is a duck roaster of the first water....According to Arthur Boran and his informant, the Piccadilly barkeep, the ether elite take lemonade....When Helen (contests) King's typing stand collapsed two days back, all the Escort Service employees who'd been enjoying anonymity on her floor stampeded to the rescue....It was so overwhelming La King says she plans to stay rescued....

ORCHESTRAS - MUSIC

HARRY ROSENTHAL and his society ork are scheduled to open at the Versailles on May 27. They succeed the Meadowbrook Boys, a feature of that spot for a year and a half.

Enoch Light and his band of Melody Magicians, a current attraction over WOR from the McAlpin Grill, open today on the stage of Loew's State Theater in N. Y.

Eliseo Grenet, whose Yumuri ork is heard over WMCA, is the composer of more than 400 Cuban melodies.

Batonist Harold Nagel together with his Continental Orchestra will be aired on 2 sustainers a week over the NBC network. The Sunday broadcast is 9-9:30 a.m. over the Red network; the Friday one is 9-9:30 p.m. over the Blue. Deal was set by CRA.

Joe Haymes and his band play the Woodland Country Club, Auburndale, Mass., June 9. On the 18th they play a date at Baltimore.

Ferde Grofe and his musical contingent will make a transcription for NBC June 1. Ed Kirkeby of CRA made the arrangements.

Five CRA orks have recording dates arranged with Master records. They are Rita Rio, Frank Dailey, Harry Reser, Stan Myers, Blue Barron. Charlie Barnet is in process of creating a new series of platters for Victor.

The Oxford Ensemble under the direction of Milton Wittgenstein, offers an unusual program of esoteric music by Couperin, Halvorsen, Caix de Herveillois, Orlando de Lassus and Leclair, for viola da gamba, flute and piano. Instruments are from the Bilstein collection. The Ensemble is heard every Sunday over station WQXR.

Effective today, KDKA will carry

a daily program from The Willows at Oakmont, near Pittsburgh. The Art Show Orchestra will be heard at 12 midnight Mondays through Fridays and 12:30 a.m. Saturdays.

Two new musical aggregations will be heard over WHN, originating in Cincinnati, effective tomorrow. Ross Pierce and his band will be ethered from 9:15-9:30 p.m. and Bert Block and his band from 10:15-10:30 p.m.

George Eisold, staff pianist at WHBL, Sheboygan, Wis., veteran theater pianist and organist, contributes 15 minutes of old favorites daily, via that station.

Lee Elliott with his Romantic Rhythm will be heard in Atlantic City on May 22, 23 and 24. He begins a two-week engagement at Palisades Park, N. J., on the 31st. Bookings were made through Bert Salter and Harry Moss.

Irving Berlin plans to release "Gone With the Wind", by Allie Wrubel and Herb Magidson, on June 1. Guy Lombardo will introduce the number this Sunday on his 5:30 p.m. commercial.

Rubinoff will play his own composition, "Dance Russe", in "You Can't Have Everything", 20th Century-Fox production. A special spot was provided for the number and if arrangements can be completed he may go into a second picture immediately after his present assignment.

Louis Panico and ork play the Avalon, La Crosse, Wis., June 2, and the Surf Ballroom, Clear Lake, Iowa, June 15.

Wayne King and his orchestra will be heard from the grounds of the Great Lakes Exposition May 29.

Bobby Grayson's ork has taken over at the Gunter Roof, San Antonio, for the summer.

★ ★ ★ QUOTES ★ ★ ★

"We believe that before many radio years have passed, script shows will be featured on a double scale. Listeners have found that a cleverly written script can provide equally as much entertainment as the more pretentious variety and musical shows. We have been on the air in a script show for six years, and have noticed a gradual turn toward our kind of entertainment. Now we have a listening audience which extends into the millions. Other script shows have reported similar increases, so the future is a bright one."—LUM AND ABNER.

"Commentators were not particularly successful when radio began its upward climb for a very simple reason—there was little or no events of world-wide interest. It was in the midst of our depression period that commentators began taking on importance. Important events hap-

pened with surprising regularity, and there became a demand for radio players. Now the world is caught in civil wars, coronations, and recovery to provide commentators like myself with excellent material."—JOHN NESBITT.

"There has been a lot of talk about all the popular songs following the same pattern, the same amount of bars and the same old love angles. May I suggest that tunesmiths follow the policy employed by the old masters. Let them put some of great poems to music. The idea worked out nicely in the cases of such greats as Johnson, Keats, Kipling and Shakespeare. Today we have our Guests, St. Vincent Millays and the recent winner of the Pulitzer Prize, White. Their masterpieces would make great material for songs that would really be different."—ERNIE WATSON.

NEW PATENTS Radio and Television

Compiled by
John B. Brady, Attorney
Washington, D. C.

- 2,080,411—Thermionic Oscillator. Keith B. Eller, Metuchen, N. J., assignor to The Western Union Telegraph Co.
- 2,080,423—Monitoring System. James M. Kane, Los Banos, P. I.
- 2,080,429—Aneroid Condenser. James A. McNally, United States Navy.
- 2,080,448—Direction Finder. Arthur L. Thurston, Wantagh, N. J., assignor to Airplane & Marine Direction Finder Corp.
- 2,080,449—Cathode Ray Tube. Manfred von Ardenne, Berlin, Germany, assignor by mesne assignments, to RCA.
- 2,080,459—Modulating System. Robert S. Caruthers, Wenatchee, Wash.
- 2,080,511—Device for Locating the Position of a Movable Body. Hjalmar E. Sjostrand, Ravala, Grangeberg, Sweden.
- 2,080,539—Radio Antenna Retracting Mechanism. George E. Irvin, Kansas City, Mo., assignor to Pioneer Instrument Co. Inc.
- 2,080,554—Volume Control System. Irving Wolff, Merchantville, N. J., assignor, by mesne assignments, to RCA.
- 2,080,571—Modulation Controlled Magnetron Oscillator. Hans E. Hollmann, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.
- 2,080,572—Modulation System for Ultra-High Frequency Waves. Hans E. Hollmann, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.
- 2,080,577—Radio Frequency Transmitter. Maurice Ponte, Paris, France, assignor to Compagnie Generale de Telegraphie Sans Fil.
- 2,080,581—Volume Control System. Rogers M. Smith, Merchantville, N. J., assignor, by mesne assignments, to RCA.
- 2,080,613—Light Operated Electric Photometer. Bruno Lange, Berlin, Germany.
- 2,080,628—Gas-Filled Discharge Tube. Johannes G. W. Mulder, Eindhoven, Netherlands, assignor to N. V. Philips Gloeilampenfabrieken.
- 2,080,646—Visual Resonance Indicator. Harold A. Wheeler, Baltimore, assignor to Hazeltine Corp.
- 2,080,837—Tube Base. Terry M. Shrader, West Summit, N. J., assignor, by mesne assignments, to RCA.
- 2,080,926—Light Sensitive Device. Frans M. Penning and Marinus J. Jansen, Eindhoven, Netherlands, assignors, by mesne assignment to General Electric Co.
- 2,080,913—Radio Tube Shield. Frederick Hafecost and Edward F. Staver, Brooklyn, assignors to Goat Radio Tube Parts, Inc.
- 2,080,927—Translating Means for Television Impulses. Amyle P. Richards, Clifton, Ky.
- 2,080,942—Apparatus for Use in Television. Carl J. Joers, Los Angeles.
- 2,081,125—Space Discharge Tube. Emmett F. Carter, Emporium, Pa., assignor to Hygrade Sylvania Corp.
- 2,081,127—Electrical System. Philip J. Konkle, Philadelphia, Pa., assignor to Philco Radio & Television Corp.

SEATTLE

Loren Stone, KIRO commercial manager, is Mr. "Glad" Stone since arrival of a "birth" Stone at his house. Newcomer christened Loren Jr.

Paul Boesch, wrestler, doing a sports talk series on KXA.

E. M. Doernbecker, deceased president of Puget Sound Broadcasting Co., Tacoma, left a will disposing of \$150,000.

KVI, Tacoma, in conjunction with a movie theater, is holding a weekly community sing, with Herb Ford as emcee.

Patents and Trademarks

Protect your most valuable assets. Expert service. Prompt attention.

Write
LESTER L. SARGENT
Registered Patent Attorney
1115-K St., N. W., Washington, D. C.

Coming Events

May 14-30: Syndicate Professionel des Industries Radioelectriques 14th Annual Salon, Palais Neo-Parnasse, Paris.

May 15-31: Radio and Television Fair, International Exposition Grounds, Paris.

May 23-25: National Radio Service Ass'n convention, Dallas.

May 23-26: Philco western distributors convention, Del Monte Hotel, Del Monte, Cal.

May 24-28: Society of Motion Picture Engineers, spring convention, Roosevelt Hotel, Hollywood, Cal.

May 28: Meeting of Seattle Section of Institute of Radio Engineers. James Wallace, KVI, chairman.

June 1-10: Radio-television exposition, Moscow.

June 4: Actors Equity Ass'n annual election.

June 5: Annual meeting of the Texas Broadcasters Ass'n, Texas State Hotel, Houston.

June 10-17: British Television exposition, organized by Radio-Electrical Industry of Great Britain, South Kensington Museum, London.

June 14: American Federation of Musicians' annual convention, Louisville, Ky.

June 20-23: National Association of Broadcasters' annual convention, Hotel Sherman, Chicago.

June 20-23: Advertising Federation of America's 33rd annual convention, Hotel Pennsylvania, New York.

June 21-24: American Institute of Electrical Engineers' convention, Milwaukee.

June 21-24: Summer Convention of the Canadian Electrical Convention, Banff, Alberta.

July 12-17: International Congress of Short Waves, Vienna.

Aug. 2: Semi-annual meeting of the American Radio Telegraphers Association, New York.

Nov. 26: Inter-American Radio Conference, Havana.

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:
No. 35 of a Series

WMBG—Richmond

1210 K. C.—250 Watts Day, 100 Watts Night

WILBUR M. HAVENS, Gen. Mgr.

C. B. JONES, Vice-Pres.

CHARLES WOODWARD, Secretary

WMBG, Richmond's baby broadcasting station, is owned and operated by Havens & Martin Inc. Licensed to operate on a clear local channel, WMBG airs 17 hours daily with an unlimited schedule prevailing on Sundays. It is the only outlet for the Columbia Broadcasting System that regularly services one of America's richest markets, the Virginia tobacco territory.

Established Jan. 7, 1927, WMBG celebrated ten years of service only a few months ago. During the first few months of its existence, WMBG operated with a rated power output of about 10 watts and the station transmitted programs on an irregular schedule using a gramophone as its sole source of entertainment. But time buyers were not slow in realizing the importance of the station. Its coverage, even in those pioneering days, included a market that every advertiser wished to reach. Billions of dollars were being handled annually in the markets reached by WMBG. Almost 2,000,000 persons could be reached through the medium of radio. The first client of the station purchased his time the latter part of 1927, and before the year was out new accounts were being added at regular intervals. Today WMBG carries 21 hours of network commercials a week in addition to its local schedule of long satisfied clients.

Business offices, studios and transmitter are all located in the center of downtown Richmond and cover the city trading area with an intensive signal. Power is 100 per cent modulated with crystal control. The station is thoroughly equipped to handle all forms of transcribed programs using 78 and 33-1/3 r.p.m. double turntables.

Listed among the advertisers who employ WMBG to reach their consumers are the nation's largest manufacturers. Chevrolet Motor Co., Cocomalt, Gulf Oil Corp., National Biscuit Co., Colgate-Palmolive-Peet Co., Stewart Warner Corp., Lever Bros., R. J. Reynolds Tobacco Co., Ford Motor Co., Campbell Soup Co., Liggett & Myers Tobacco Co., Chrysler Corp. and Sinclair Refining Co. are only a few of the list. Artists heard over the station include Joe Penner, Rubinoff, Phil Baker, Major Bowes, Babe Ruth, Horace Heidt, Victor Moore, Helen Broderick, Al Jolson and Ken Murray.

Wilbur M. Havens, the original founder of WMBG, is president of Havens & Martin, owners of the station. Other officers are C. B. Jones, vice-president; Charles Woodward, secretary, and Wilfred Wood, treasurer and chief engineer. There are 31 full time employees on the regular staff. Furgason & Aston Inc. represent the station.

If I Had A Radio Station to Manage

The second in a series of brief articles by a man who has had extensive experience in serving stations, advertising agencies and advertisers in their radio program requirements.

SOMETHING to think about in cities where there are more than one or two radio stations, is originality of program ideas—showmanship. The tendency on the part of small stations is to mimic the networks—with cheap, second-rate imitations of "stunts." Generally the copy is a poor one and listeners still reserve the right to snap the switch putting the station off the air as far as that radio set is concerned.

If I had a radio station to manage, I would insist that my production department, sales crew, employees in general, submit what they would consider new ideas for programs. Stunts on location—in the studios—remotes at public events—anything which the station has never before sponsored. These ideas could then be culled and whipped into shape, with a printed or multigraphed presentation sent out to prospects telling them of these bits of showmanship, and making them available for sponsorship. When

one of these ideas is sold, the creator would be given a bonus.

This means that the entire station staff would be in competition to discover something original and feasible for the station to produce—getting them away from the confines of weather reports, time signals, atmospheric conditions, race results, and the condition of Farmer Brown's cow.

It means that the station will indulge in a bit of showmanship from time to time which will create new listeners—bring advertisers better results. Stations must not lose sight of the fact that they sell listening circulation, just as magazines and newspapers sell reading circulation. Only the editorial content is what the readers want. The advertising is secondary—inserted subtly—and when people read—the MORE people who read—the better chance the advertiser has of increasing business. In radio it is entertainment content. The commercial copy read over the

PROMOTION

Department Store Service

Kasper-Gordon Studios, Inc., Boston, program planners and transcription producers, have created a new department store service to be sold through radio stations to department stores. Schedule covers an entire year, with promotional and merchandising tie-ins for each department and programs covering every phase of retail sales. Service is something new, never before done in the history of radio or retailing. Producers are seeking representatives to handle service in various parts of United States. Entire department store division under the direction of L. H. McCracken.

Buddies' Club Tieup

Butter-Krust Buddies, a club for boys and girls, is being conducted at WBIG, Greensboro, N. C., in connection with the thrice weekly Clegg's Butter-Krust Bread program, "The Freshest Thing in Town."

Aim of the club is to promote good health, better grades in school and obedience to parents. Instructions for club joiners are given in the broadcasts.

Broadside on Sport Program

WMAS, Springfield, Mass., has put out a four-page broadside on its daily Racing Review and Sports Parade. The front and back pages are one large layout of photos of sporting events. The inside pages list the features of the program with details of participation advertising of spot flash nature, together with prices. Warren Greenwood, chief announcer, is in charge of the program.

WICC Market Data

A handsomely printed color brochure giving detailed market data on WICC, Bridgeport, has just been placed in distribution. Charts and other informative illustrations are included in the folder.

air can get only the listeners the entertainment commands. Make your programs good and your advertisers will stick because the public will stay tuned in, hear the sales message, and a greater percentage will buy. It's not such a very vicious cycle—but a very logical one.

ONE MINUTE INTERVIEW

PHIL BAKER

"The radio stooge of today is a spiritual descendant of the court jester of medieval times. Like the clown who entertained guests at the king's court with his impudent sallies, the stooge can and does insult his master with impunity. Stooges aren't lowly persons. They're privileged characters. But they must be funny!"



May 21
Greetings from Radio Daily

to
Horace Heidt Frank Cooper
Lucille Manners Leonard Stokes

May 22
James Farrell H. Ward Wilson

May 23
Luise Barklie Maurine Ward
Freddy Miller C'lyle Stevens

STATION-STUDIO and TRANSMITTER

EQUIPMENT

NEW DEVICES and IMPROVEMENTS

Latest Technical Developments and Activities in Radio and Television

Five-Program Facilities Are Installed by WBNS

Columbus—New facilities installed at WBNS make possible the feeding of five individual programs to stations simultaneously. The equipment, furnished by Collins Radio Co., enables feeding 28 loudspeaker circuits at the same time. There is unlimited remote control and network termination facilities, new type volume indicator, new console, new loudspeaker cabinets of the "base-reflex" type, special switching control panel with duplicate amplifier and operating equipment on the sides, etc. New equipment covers frequency range of 30 to 15,000 cycles with a distortion of less than one tenth of one per cent.

Station Improvements

Dodge City, Kas. — KGNO has asked the FCC for permit to install a new transmitter and erect a vertical antenna, along with increase in power to 1 kw.

Walla Walla, Wash. — Changes in equipment, erection of a new vertical antenna and move of transmitter site are planned by KUJ, together with power increase to 250 watts.

Bismarck, N. D.—KFYR has applied to the FCC for authority to install new automatic frequency control equipment.

Auburn, N. Y.—License to cover construction permit for a new transmitter and antenna, increase in power and move of transmitter, has been requested by WMBO from the FCC.

Lubcke's Television Talk

West Coast Bureau, RADIO DAILY
Los Angeles — Harry R. Lubcke, Don Lee television chief, will talk to 600 delegates to the annual convention of Pacific Coast Electrical Ass'n at Hotel Huntington, Pasadena this weekend, on "Processes and Progress in Television." During the three-day session, he will broadcast (sight only) in a series of demonstrations which will be sent from the Don Lee image transmitter at Seventh and Bixel Streets, to Pasadena, more than eight miles away.

Private Brand Sets

Springfield, Mass.—United American Bosch Corp. is discontinuing the production of trade mark radio receiving sets on June 1 and will make only private brand sets in future. There has been a marked increase in demand for private brand sets, the company states.

Get Used to Old Radio Sets

Speaking at the RCA-Victor sales convention in Chicago this week, David Samoff said:

"Though radio has made America more musically appreciative, it has also given us millions of tin ears. People get so used to their own radios that even after the sets are five years old or older the owners maintain they sound better than the finest new receivers. But if you can get new sets into the homes for a few days, the family will get accustomed to the fuller toned radios and will be willing to discard obsolete sets."

Scophony Demonstrates Big Screen Television

London—Designed chiefly for reception and transmission of films, television apparatus employing a screen 5 x 4 feet has been successfully demonstrated by Scophony, Limited. Test was directed by Solomon Sagall, managing director. Brilliance and definition were so good that viewers believed they were watching the actual screening of a movie.

Soviet government has bought similar apparatus for its new Moscow television plant.

Joins NBC Engineer Staff

Harry E. Hiller was added to the NBC studio engineering staff in New York this week. Hiller's experience in the sound engineering field was gained by long association with such leading New York theaters as the Radio City Music Hall, Center Theater, Capitol, Roxy and others. This is his first connection with NBC.

KTSA Air Conditioning

San Antonio—Executive offices of KTSA atop the Plaza Hotel are being air-conditioned throughout. Station Manager H. C. Burke has his temporary office on the third floor of the same hotel building. L. M. Treet, Hearst radio field technical representative, has been here on a business visit.

Recording Studios Damaged

West Coast Bureau, RADIO DAILY
Los Angeles—Fire spreading from an adjoining cafe burned off the roof and damaged studios of Recordings Inc. on Wednesday night. With equipment unharmed, Manager Larry Pfeiffer cleared away much recorded disks for Radioaids. Company will continue activity during repair work.

WMAZ Adding Space

Macon, Ga.—To accommodate additional auxiliary equipment now being installed, WMAZ is taking 200 square feet of floor space in another room of its transmitter building.

New WBS Chi. Studios Are Opening Tomorrow

Chicago—World Broadcasting System will open its new \$200,000 studios at 301 E. Erie street tomorrow. Plant, a one story structure has three studios and an audition room. Opening of the new studios will enable World to do its processing here. Henceforth test pressings will be available here, greatly speeding up the service to advertisers.

A. J. Kendrick is local manager and Read Wight is sales chief.

1938 Jobbers' Display

Portland, Me. — Representatives of nine Maine radio jobbers have voted to hold a showing of 1938 radio models for dealers of Maine and Northern New Hampshire on June 29-30 in the Lafayette Hotel.

Arrangements are by H. C. Merrill of the James Bailey Co., Christian Olson of the Farrar-Brown Co. and W. J. Hill of the Hub Cycle & Radio Co., all of Portland.

P. C. Tuttle at WHK-WJAY

Cleveland—P. C. Tuttle has been added to the engineering staff of WHK-WJAY. He was with American Telephone & Telegraph for eight years, and last year he aided P. J. Eubanks, WHK-WJAY engineer, in building the studio equipment for WJAY's Carnegie Hall studios prior to the move to the Terminal Tower.

Installing Audition Equipment

National Recording Co. has signed a contract with Air Features Inc. to equip the latter with a complete sound and play-back system. With new equipment installed, it will be possible to pipe auditions, etc., to each office individually through the aid of amplifiers, microphones and loud speakers.

Zenith Radio Earnings Up

Chicago—Zenith Radio Corp. net receipts for the fiscal year ending April 30, 1937, totaled \$1,825,000, equal to \$3.70 a share, compared to \$2.46 a share earned the year before.

New Transmitter Plant Is Completed by WGH

Newport News, Va.—WGH, Tide-water Virginia station, has completed construction of new quarter-wave vertical radiator, and transmitter plant. Due to its location at the immediate edge of Hampton Roads, the Newport News set-up is considered one of best in the country. Salt water acts as conductor in throwing signal over the historic countryside. International Derrick Co. furnished the tower, the entire construction campaign being supervised by Chief Engineer Horace E. Slone.

W. E. Band Pass Filter

Now that both radio beacon signals and weather reports are put on the air simultaneously by Department of Commerce airway stations, a new unit has been devised which enables a pilot to listen exclusively to one or the other. This unit is being introduced by Western Electric for use with existing airplane radio receivers. It is known as a band pass filter and it operates by filtering out the frequencies of either the beacon signal or the weather report, permitting only one or the other to enter the receiver.

Sound Effects Gadgets

Chicago — Electric rain machine which NBC sound men recently built has been such a wow that they are turning out a new device to reproduce sounds of cars, motorboats, airplanes and such. It's great for points of broadcast outside studios, being easily portable.

KYA Transmitter Near Ready

San Francisco — KYA's new 5,000 watt transmitter at Candle-stick Point will be operating by the end of the month, according to Paul Schulz, chief engineer.

KMJ on 1,000 Watts Full Time

Fresno—KMJ, the McClatchy station here, last night increased its power output to 1,000 watts full time. Station has been operating on 1,000 watts daytime, 500 night.

MOTION PICTURE LIGHTING AND EQUIPMENT CORP.

WE FURNISH
Electrical Lighting Equipment of Any Kind
FOR RADIO STATIONS
244-250 WEST 49th STREET
New York City Tel. CHic. 4-2074

GUEST-ING

MARGARET TALLICHET, David O. Selznick's newest discovery who makes her screen debut in "A Star is Born" and soon will be seen in "Prisoner of Zenda," will be interviewed by Radie Harris tonight at 8 over WHN. Bert Champion, United Artists radio contact, arranged it.

JEAN PARKER, sister of Frank Parker, is Louis Katzman's guest today on WINS at 11 a.m.

YOICHI HIRAOKA, xylophonist, on Magic Key of RCA, Sunday (NBC-Blue, 2 p.m.).

EFREM ZIMBALIST, on Ben Bernie's program, June 1 (NBC-Red, 8 p.m.). Booked by Herman Bernie office.

VIEWPOINTS

Says Television Combines Movies and Radiofacsimile

"I have been trying to think of a way to describe how television works which would not only be clear and reasonably interesting, but also would be straightforward enough for you to be able to pass along. I think I can describe it best as a combination of two principles—the principle of the motion picture and the principle of the radiofacsimile picture.

"Of course, I don't have to explain to you the principle on which the motion picture works, but I should say that the modern equipment projects 24 separate pictures, or frames, per second. In other words, 24 separate 'still' pictures per second come at you rapidly enough to fool you into thinking that the objects in the pictures are themselves moving.

"Radiofacsimile, however, may need a little explanation. There are several different systems of sending facsimile pictures by radio and by wire, but I will not attempt to differentiate among them since the general idea is the same in each method.

"At the transmitting end the picture is placed on a roller and a pencil of light crosses and recrosses the picture, thus dividing it up into a series of lines. This process is known as 'scanning'. At the receiving end, a piece of paper is brought into contact with a printing device which re-

EDGAR A. GUEST has completed five years as emcee for Household Finance Co. show in Chicago.

Signing of WLBC, Muncie, for the "Morning Bulletin Board" makes the 14th new station contracted by Star Radio Programs Inc. for the morning program in less than a month.

Walter Newton has joined the announcing staff at KTSA, San Antonio.

Eleanor Harris, lyric soprano of New York and Winston-Salem, N.C., and who was guest soloist on the KDKA Strollers Matinee in Pittsburgh a few months ago, is being married in New York today to Graham W. Lightner, formerly of Pittsburgh.

Roland Winters, announcer for the Colonial Network in Boston, is back on the job after an illness of two weeks.

Valente Garza, radio singer from XEPN, Piedras Negras, Mexico, with Francisco Proa, violinist, were entertained in San Antonio recently by the Protective Mothers' Association.

Bob Heiss is the new chief of announcers at WTMJ, Milwaukee, and has succeeded Johnny Olson on the Master of Rhythm program.

produces those same lines with comparable degrees of shading. A single 8-by-10 inch picture can be reproduced by facsimile in about 20 minutes, from the first line to the last.

"Speaking generally, and distinctively not technically, television combines the principles of radiofacsimile and motion pictures by the simple process of speeding up everything to a tremendous rate so that instead of taking 20 minutes to reproduce a single picture by means of lines, the television sends 30 complete pictures every second.

"Thus it is quite simple to transmit a movie film by analyzing each single picture, or frame, into lines, and sending the complete frames one by one at the same instant as they pass through the projector.

"Actually the facsimile equipment now in use is not speeded up to this extent due to the limitations of the mechanical scanning apparatus; and so before high definition television could be realized engineers had to find a new means of scanning the pictures at the terrific speed required. Here is where the famous Dr. Zworykin came to the rescue with his Iconoscope, an electronic device."

—E. H. P. JAMES.

Must Make Commercials Attractive as Mag Ads

"The integrity and tenure of sustaining programs will eventually have to be as secure as the first page of a newspaper, and the commercials on programs as attractive as magazine and newspaper advertising. No

When Glenn Riggs puts on his KDKA (Pittsburgh) Strollers Matinee at noon Tuesday, he will step out of character as emcee and into the role of character songster for two numbers. Incidentally, Glenn dusted off his old broken trumpet, his iron-bound trumpet, the other day and has been seeking secluded spots for surreptitious practice sessions.

KYA, Oakland, fearlessly spotted a unique "farewell party" for a local socialite Wednesday night at 10 p.m. right in a surrounding sea of dance remotes on other stations. Bucking dance bands with a spot program of talk was something new for the outlet. Affair was a testimonial to Lucretia del Valle Grady on the eve of her departure for the League of Nations meet at Geneva where her husband is the American delegate.

Pat Flaherty, sports commentator at WOAI, San Antonio, has been doing a bit of public speaking at Rotary and other get-togethers in that region lately.

"Eckerd's Sidewalk Interviews", thrice weekly feature at WIS, Columbus, S. C., with Frank Burger at the mike, is developing into a big mail puller, according to the program department of the station.

one ever expects the newspaper or the magazine to sell of itself, but most of us have the feeling that a good program on a well listened to station will sell anything, no matter what the 'copy' or appeal of the product. There is no reason in the world why radio commercial copy shouldn't be as inspired as the printed word. Let us have the program deliver the audience—and leave the selling where it belongs."

—JOSEPH M. KOEHLER.

Says Artists Shouldn't Read Commercial Copy

Our radio stars have invaded the field which was, at one time, the exclusive territory of the announcer. It is THEY who have now begun to boost their sponsors' products to the sky!

The radio audience looks upon a performer as an air luminary whose particular mission over the waves is to provide entertainment. He is not expected to persuade and convince people that his sponsor's products are the best on the market. Neither is he asked by his followers to give them a lesson in high pressure salesmanship.

Of course, a few remarks here and there, colored with a gentle and humorous twist, are not at all harmless, but—just a few!

A little plug is all right with an audience, but, sponsors never can tell—they're liable to run up against a short-circuit one of these days!—LEO REISMAN.

F. C. C. ACTIVITIES

ACTION ON EXAMINER'S REPORTS

WMBD, Peoria. Granted CP to install new transmitter and increase power to 1 Kw. night, 5 Kw. day.

W. H. Marolf, Escanaba, Mich. Denied CP for new station. 1500 kc., 100 watts, unlimited.

Escanaba Daily Press Co., Escanaba. Dismissed CP for new station. 1500 kc., 100 watts, daytime.

KGGC, San Francisco. Granted Mod. of license to 1420 kc., 100 watts, unlimited.

WNRI, Newport, R. I. Denied Mod. of CP for change in hours of operation.

WTHT, Hartford. Granted Mod. of CP to change hours of operation to unlimited. 1200 kc., 100 watts.

E. Anthony & Sons, Inc., Pawtucket. Denied CP for new station. 1200 kc., 100 watts, 250 watts LS., unlimited.

KPPM, Greenville, Tex. Denied CP to make changes in equipment, change frequency and increase power.

Hunt Broadcasting Assn., Greenville, Tex. Granted CP for new station. 1200 kc., 100 watts, daytime.

WAAB, Boston. Granted mod. of lic. to increase day power to 1 Kw. 500 watts night, 1410 kc., unlimited.

KWBG, Hutchinson, Kas. Denied CP to make changes in equipment and move transmitter.

Cadillac Broadcasting Co., Detroit. Dismissed CP for new station. 1140 kc., 500 watts, daytime.

APPLICATIONS RECEIVED

Birmingham News Co., Birmingham. CP for new relay station. 1646, 2090, 2190 and 2830 kc., 20 watts.

Tom Olson, Port Angeles, Wash. CP for new station. 1420 kc., 100 watts, unlimited.

ORAL ARGUMENTS GRANTED

Following oral arguments will be heard on June 24: Peninsula Newspaper, Inc., Palo Alto, Cal.; Arthur H. Croghan, Minneapolis; North Georgia Broadcasting Co., Rossville and Rapids Broadcasting Co., Cedar Rapids, Ia.

NEW BUSINESS

Signed by Stations

WIS, Columbia, S. C.

Allis-Chalmers Mfg. Co., disks, through Bert S. Giddings Agency, Milwaukee; Nu-Enamel Distributing Co., UP news; DuPont Paint Parade, through Lorick & Lowrance Inc.; Griffin All-White, "Tic-Toc Revue."

WOAI, San Antonio

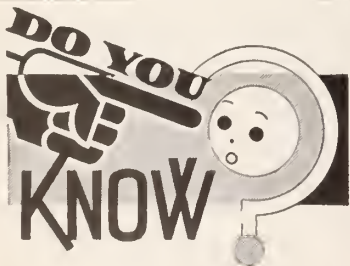
Elgin Watch, spots, through J. Walter Thompson, Chicago; Morten Miller Co., Dallas (LaFrance Flour), through J. Walter Thompson; American Tobacco (Cremo cigars), disks, through Lawrence Gumbinner Agency, N. Y.

WMCA, New York

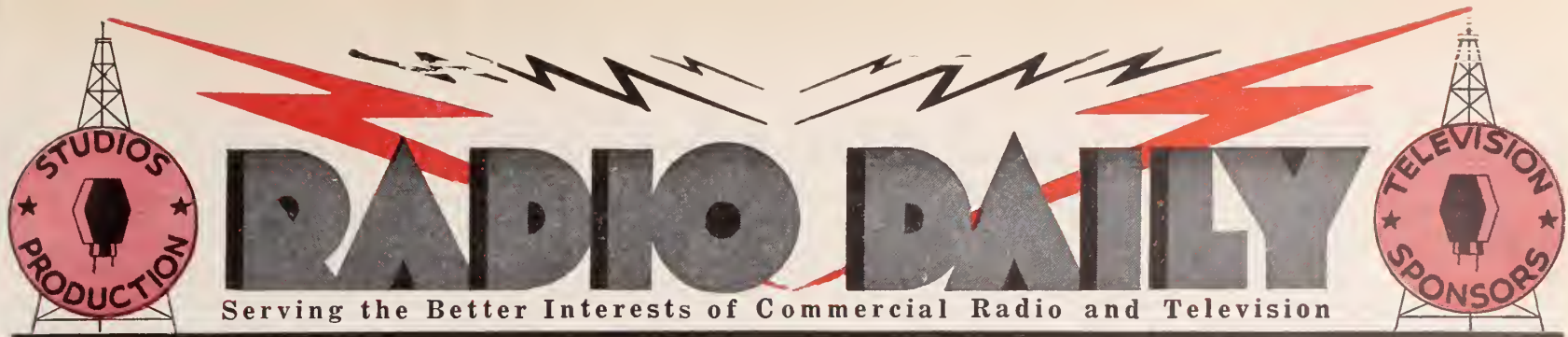
Ass'n of Pacific Fisheries, San Francisco, spots, through J. Walter Thompson, S.F.; Wipe-On Corp. (enamel-on), participations, through E. M. Freystadt Associates; Madison Personal Loan, two new programs, "Don Kerr Says" and "Joe Tobin Says," through Klinger Adv'g Agency.

WGN, Chicago

Oregon State Highway Commission, disks, "Musical Call Box," through Botsford, Constantine & Gardner.



Based on use of electric power, Kansas City Power & Light figured one out of seven persons in Kansas City area tuned in before daylight for the Coronation ceremonies.



VOL. 1, NO. 74

NEW YORK, N. Y., MONDAY, MAY 24, 1937

FIVE CENTS

NBC Coast Workers Unite

NETWORKS STUDYING FOREIGN TELEVISION

That the networks will spend the large part of the summer studying foreign television is evident from the list of network officials who will be present in Europe before the end of July.

Edwin K. Cohan, CBS director of engineering, is already in Europe and will not return until sometime in July. C. W. Farrier, coordinator of all NBC television activities, William S. Rainey, head of production, and Robert E. Shelby of the engineering

(Continued on Page 3)

Personnel of WCPO Doubles in 2 Months

Cincinnati—Due to increase in sales, the personnel of WCPO has doubled over the past two months.

Sales staff has been increased by John P. Smith and James H. Knox of New York; A. H. Tomsett, WCPO salesman since 1930, is acting sales manager. Jack Rieman of Washington has been appointed office manager and assigned a new staff of five to more effectively handle the volume

(Continued on Page 8)

A. J. Krank Script Show On Eight CBS Stations

A. J. Krank Co., St. Paul (hair oil & lather kreem), tomorrow will begin a quarter-hour script show on eight CBS mid-western stations (WBBM, KRNT, WCCO, WISN, WFBM, KFAB, WMBD and KMOX) 11:15-11:30 p.m. EDST. Program will be entitled "Minute Mysteries" and will originate from Chicago. Series is signed for 13 weeks through McCord Co., Inc., Minneapolis.

KGGC on 24 Hours

San Francisco — First San Francisco station to operate 24 hours a day will be KGGC, which soon launches its all-around-the-clock schedule.

W. N. McGill, manager of the station, has received notice of the FCC's approval of the full-time operation. The Commission's authority is effective July 6.

Ex-Vocabulary

Olean, N. Y.—A novel spelling bee aired by WHDL from the Kiwanis Club, with two Catholic priests, Baptist, Methodist and Episcopal ministers, a rabbi, a utility official and a school principal taking part, developed a big laugh when one of the Catholic priests couldn't spell "Presbyterian." The bee was so interesting and amusing that it was allowed to run beyond its time, with other broadcasts cancelled.

WABY AND WOKO OPEN STUDIOS IN TROY, N. Y.

Albany — WABY, the NBC-Blue network station in this city, and WOKO, the CBS outlet, have opened studios in Troy. The Collar City studio is located in the Flatiron Bldg. in the heart of the city.

Both Albany and Troy will be

(Continued on Page 8)

Summer Biz Is Better At WPTF, Raleigh, N. C.

Raleigh, N. C. — Usual summer slump is not evident at WPTF this year, the station's local chart of sponsored programs showing fewer signs of vacancies than anticipated at this season. Programs have taken a decided upward trend in the past few weeks, with many sponsors renewing for periods of a year and sev-

(Continued on Page 7)

Employees of Los Angeles Studios Form Union for Collective Bargaining —No Outside Affiliations

By VERNE BAILEY

Los Angeles—Employees of National Broadcasting Company, here, excluding officials and heads of departments, organized their own union late last week for purposes of collective bargaining.

Tracy Moore was made temporary chairman, and a committee was named to draft a constitution and by-laws.

The new organization has no outside affiliations, it was stated.

LABOR RELATIONS BOARD TO RULE ON WHN UNION

Meeting held last Friday by executives of WHN and American Radio Telegraphists Ass'n, with Mrs. Elinore Herrick of the National Labor Relations Board sitting in, was placed in the lap of the Labor Relations Board. Federation of Labor had filed a request with Loew's Inc. that only A. F. of L. members be employed at WHN, which is owned by Loew's. The ARTA is a CIO union. Behind the AFL request was a possibility that they would call out all stage hands, musicians and motion picture operators in Loew's theaters.

Mrs. Herrick, when contacted by RADIO DAILY, said that a hearing would be held before the Labor Re-

(Continued on Page 7)

Lehn & Fink Launching One-Station Test Show

Lehn & Fink Products Corp. will begin a test campaign for Tussy cosmetics over one station shortly. Just where the program will be spotted has not as yet been determined, but plans call for an expansion if the airing is successful. William Esty & Co. is handling the account.

COLONIAL NETWORK DEFENDS CIO ACTION

Boston—Charges by the CIO that the Colonial Network violated free speech as a result of announcement in connection with a broadcast by John L. Lewis that had been booked by the labor union were denied Saturday by John Shepard 3rd, head

(Continued on Page 3)

WBHP, Huntsville, Ala. Begins Broadcasting

Huntsville, Ala.—Following a dedicatory program Thursday night, WBHP started its regular schedule Friday morning as the newest station in Alabama. W. H. Pollard is owner and manager, with Virgin Sanderson and M. C. Davis, engineers; Vance Brooks, chief announcer; Richard Schiffman, commercial manager, and Weston Britt, program director.

★ THE WEEK IN RADIO ★

... Definite Labor Trend

By M. H. SHAPIRO

AS the week wore to a close, it appeared that the labor situation, in so far as the unions were concerned, was a case of catch-as-catch-can and every union for itself.... In New York, WMCA's entire staff of 17 announcers and producers joined the American Guild of Announcers & Producers, recently formed at WABC with Roy Langham as president.... At WHN, labor conferences took place during course of several days, the ARTA (CIO Union) striving for its points.... CBS was carrying on negotiations

with the Langham outfit.... and the IATSE came into the picture to organize the technicians generally.... AFL support was claimed here and there, as the AFL came out in the open to fight CIO.

Song writers threatened to complicate the licensing of electrical transcription copyrighted music (also movie synchronization) by taking over these rights from the publishers on works brought out after June 1... conferences set between writer and publisher committees.... Squawk to the FCC came from a congressman

(Continued on Page 2)

More Sets Sold

Washington Bur., RADIO DAILY

Washington—Sales of radio sets last month were higher than in the same month a year ago, according to tax receipts of the Bureau of Internal Revenue, which reports that \$331,618.50 was collected in taxes on radio and phonograph sales in April of this year, an increase of \$10,611.66 over the same month in 1936.



(Registered U.S. Patent Office)

Vol. 1, No. 74 Mon., May 24, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk and Verne Bailey, 6425 Hollywood Blvd. Phone Granite 6607. Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879. Copyright, 1937, by Radio Daily Corp. All rights reserved.

FINANCIAL

(Saturday, May 22)

NEW YORK STOCK MARKET

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	167 1/2	167 1/4	167 1/2	+
Crosley Radio	22 1/2	22	22 1/4	+ 1 1/2
Gen. Electric	55	54 3/4	55	+ 3/4
North American	26	25	25 7/8	+ 7/8
RCA Common	9 1/4	9 1/8	9 1/4	0
RCA First Pfd.	69 3/4	69	69 3/4	+ 1/4
Stewart Warner	18 5/8	18 3/8	18 1/2	0
Zenith Radio	34 3/4	34 1/2	34 3/4	+ 1/4

OVER THE COUNTER

	Bid	Asked
CBS A	54 1/2	56 1/2
CBS B	54	55 3/4
Stromberg Carlson	12 3/4	13 3/4

WFAS Gets Disking Equip.

WFAS, White Plains, has just placed an order with Presto Recording Corp., New York, for two Presto 16-inch dual 78 and 33-1/3 rpm transcription tables, equipped with RCA High Fidelity micromatic pick-ups. One of the tables will be fitted with a Presto acetate-disc cutting mechanism for use at both 78 and 33 rpm, capable of cutting 16 inch disks. Installation will be completed in about two weeks.

Salter on "Parade" June 16

Harry Salter and his band join Lucky Strike's NBC "Hit Parade" starting June 16.

1	9	3	7
4	5	6	8
10	11	12	13
14	15	16	17
18	19	20	21
22	23	24	25
26	27	28	29
30			

May 24

Greetings from Radio Daily

to

Rachel Carlay
Dwight Latham

★ THE WEEK IN RADIO ★

... Definite Labor Trend

(Continued from Page 1)

who couldn't see why Mutual should use CKLW to reach audience in U.S....Eddie Cantor drew a six-year contract from Texaco, minus the cancellation clauses....Buick and NBC will have the Louis-Brad-dock fight (night of the NAB banquet by the way)...Special events rivalry hit a new high both between nets and unaffiliated outlets....WJBK placed the Western Union baseball score biz in laps of FCC....CBS on the coast went in for a pre-television series at Wednesday broadcasts, the actors going through the motions of being televised instead of just broadcasting....

RCA-Victor gathering of wholesalers was told by David Sarnoff that tele was still on the far side of the corner....In an article in RADIO DAILY, William H. Priess, president of the International Television Corp., believed that the cathode ray system lacked tele essentials....Chevrolet Motors balked at increased station facility costs and took off about

40 outlets on its disk campaign....Ascap held a three-day meet of its 55 field representatives, and discussed ways and means of making the organization more efficient, also many other problems, particularly the adverse legislation in several states....Nebraska governor signed its so-called anti-Ascap bill....but not all of the newspapers there seemed in accord with the measure.

NAB research and commercial committee talked over the Joint Committee proposition once more and decided to recommend that the NAB director select a research expert to sit in with ANA and AAAA....FCC said question of newspaper ownership of stations was not within its jurisdiction....same day the FCC decided to go through with the threatened investigation of the acts of some radio lawyers in Washington....Continental Radio changed its name to Scripps-Howard Radio, Inc., so that the newspaper chain would be more closely associated with its subsidiary....

WABC Wins Golf Meet

WABC golf team, for the second consecutive year, were the victors in the annual radio golf tournament held at River Vale Country Club, Bergen county, N. J. Teams from WOR, WMCA, WHN and WEAJ-WJZ were entered. Alfred J. McCosker, WOR president, donated two boxes of golf balls to the two golfers with the lowest scores. Phil Duey of NBC and Philip Howard, WABC were the winners. Jaek Poppele, WOR chief engineer, was low man for his station. About 30 participated.

WJTN Chautauqua Outlet

Jamestown, N. Y.—WJTN has been designated by Dr. Arthur E. Bestor, president of Chautauqua Institution and president of Town Hall Inc., New York, as the official 1937 radio outlet for the chautauqua sessions at Lake Chautauqua, N. Y. WSYR, Syracuse, under same control as WJTN, will carry the broadcasts by special wire from here. Programs also will be fed to NBC-Blue network, with which WJTN became affiliated May 15.

Madge Marley on Pearce Tour

Madge Marley, soprano, has joined Al Pearce for his personal appearance tour which starts May 28 in Philadelphia and finishes in San Francisco on June 29.

Howard Perry at WTAG

Howard Perry, until recently director at WQXR, New York, has been appointed commercial manager of WTAG, Worcester.

New CBS Rate Card

CBS this week will distribute its revised rate card No. 23 containing all the new additions to the CBS network and rate increases. Card will be dated June 1.

Release Disks in New England

Boston—"Adventures of Robin Hood," transcriptions owned by Walter Biddick Co., are being released in New England by Kasper-Gordon Studios Inc., local transcription firm of representatives and producers.

Series of 52 quarter hour transcriptions has met with success throughout western U. S. when sponsored by shoe companies, and an energetic campaign is being launched to bring this series to New England sponsors and radio stations. Several new angles have been developed which make the program series a "natural" for products in food, dairy, baking and candy industries.

CBS to Air Latonia Derby

Columbia Broadcasting System will air an exclusive account of the running of the Latonia Derby on June 12 from Covington, Ky. Broadcast is scheduled for 6-6:30 p.m. but no announcer as yet has been handed the assignment.

R. L. Watkins to Use Radio

R. L. Watkins Co. (Mulsitan) will use radio in an extensive advertising campaign in greater New York this summer. Thompson-Koch, Cincinnati, is the agency handling.

"Robin Hood" Premiere

First presentation of "Robin Hood," original radio dramatization with incidental music, all by Wells Hively, will take place May 31 over the NBC-Blue network at 8-8:30 p.m.

FURGASON & ASTON



Representation with Concentration

COMING and GOING

ARTHUR JARRETT leaves for Texas today to appear at the Pan-American Casino for ten weeks. In addition to vocalizing, he'll head an alternate orchestra.

FRED ALLEN and PORTLAND HOFFA (Mrs. Allen) leave for the west coast in July via the Panama Canal.

JOE SHAW, head of the authors and publishers' division of Wilson, Powell & Hayward, has left for Hollywood.

MICKY ALPERT left Saturday morning for Boston and will return with JACK BREGMAN today.

S. D. FUSON of the Arthur Kudner agency was in Detroit last week and returns today.

BUCK WEAVER, WBBM, Chicago, news editor, is visiting Washington and New York.

G. W. GRIGNON, manager of WISN, back to Milwaukee after several days in New York.

ARNOLD JOHNSON will vacation on a tramp steamer.

ISIDORE ACHRON, well-known pianist, arrived yesterday from France.

JERRY BELCHER was in Pittsburgh yesterday for his "neighbors" broadcast, which came from the home of a coal man.

DONALD FLAMM and HARRY HERSHFELD leave Thursday for a five-day cruise to Bermuda.

ARTHUR BORAN is in Reading, Pa., this week, heading a radio unit in vaudeville.

A. B. CHAMBERLAIN, CBS chief engineer, was upstate over the week-end.

MRS. K. G. BONDY, mother of the advertising manager of General Electric Co., arrives today aboard the California from the west.

Jolson Recessing Earlier

West Coast Bureau, RADIO DAILY
Los Angeles—Al Jolson's Rinso-Lifuboy program, originally scheduled to go off the air for the summer in July, has moved its time up to June 29. September 6 set for re-summing. The whole Penner show will be off for the summer, and Oakie College will finish June 27, although Camel is expected to replace it with a lighter show for the summer, and may pick up Oakie again in the Fall.

Kay and Buddy in New Show

Kay and Buddy Arnold, harmony team now heard on the WMCA Wheaties program, "Grandstand and Bandstand," daily 2:30-5:30 p.m., will also broadcast a sustaining series from 4:30-4:45 p.m. daily to 8 stations of the Inter-city network with WMCA not included. Program will consist of vocals and guests. Jerry Baker, Lorraine Barnett, Don Kerr, Harriet Brent, Powell Clark and Helen Young have been set for appearances.

"BARON MUNCHAUSEN"

JACK PEARL

RALEIGH and
KOOL CIGARETTES

WJZ-10 P. M. E.S.T.—Friday
NBC Network

Dir.: A. & S. LYONS, Inc.

NETWORKS STUDYING FOREIGN TELEVISION

(Continued from Page 1)

staff, will sail for England early next month to have a look-see for NBC. Group will visit Holland, France and possibly Germany, in addition to England. Rainey will make a special study of television production technic as practiced by the European countries. NBC men are expected to remain abroad for about six weeks. Reports were current last week that John F. Royal, NBC vice-president in charge of programs, would also accompany the television group as a representative of the program department, but that is off.

William S. Paley, CBS president, is expected to start on his annual vacation to the old country either the second or third week in June. David Arnoff, RCA president, gets off on the same route at an earlier date than usual, probably late in June.

Frederic Willis is going to Norway late this month, but he said that he was definitely going on a vacation with no business to be handled. Edward Klauber, CBS executive vice-president, is still on vacation at an undisclosed spot.

In addition to looking over television developments for CBS' new Chrysler tower television transmitter and also at its new headquarters to be built on Park Ave., Cohan will devote part of his time to a study of regular and short wave broadcasting methods.

Farrier, Sarnoff and Rainey will no doubt spend a good part of their time at BBC, inasmuch as the EMI television system they are using has a working agreement with RCA.

Hoff Succeeding Marsh As Al Pearce Orchestra

Carl Hoff and his orchestra have been selected by the Ford Motor Dealers to replace Larry Marsh and his band on the Al Pearce show during the summer months. Program now heard over a CBS network of 69 stations every Tuesday from 9-9:30 p.m., will air from the west coast during the summer and leaves New York June 1. On that date the broadcast will emanate from Philadelphia. Marsh will be unable to leave New York because of previous commitments. Hoff will remain on the show at least nine weeks. When the program moves back east in the fall, Marsh and his orchestra will return to the series having already signed a contract. N. W. Ayer & Son has the account.

City of San Pedro on KFOX

Long Beach, Cal.—Backed by enterprising local merchants, the San Pedro Chamber of Commerce is sponsoring "San Pedro Marches On!" twice-weekly half-hour variety show over KFOX. Program boosts San Pedro as a home site and cultural center, besides its shipping and other advantages.

NEW PROGRAMS—IDEAS

"Feminine Feats and Fun"

Under the guidance of Cy Newman, recently heard as race commentator from Pimlico, WBAL of Baltimore is putting on a Tuesday-Thursday-Friday noonday feature known as "Feminine Feats and Fun."

This program will be divided into three parts by Newman, who is a sports reporter of wide experience: (1) outstanding Women Athletes of Today, to include brief biographies of such noted women as Helen Wills Moody, Patty Berg and "Babe" Didrickson; (2) women's Sports in Baltimore, including bicycling, softball, golf, swimming, and many other sports, and (3) oddities in the news, and answers to sports questions, wherein Newman will attempt to solve problems and answer any inquiries concerning sports problems confronting his listeners.

WDNC Vacation Special

Vacation suggestions from Travel Magazine are being presented by the Globe Trotter over WDNC, Durham, N. C., on Tuesdays and Thursdays at noon.

Vivid descriptions of glamorous lands, set to enticing musical backgrounds, comprise the programs, which are conducted by Kay Lee, of the WDNC continuity department. The broadcasts are signed on and off by the sound effects of different modes of travel—airplanes, ships, railroad trains, etc. Appropriate music is used to furnish the proper atmosphere to the program, while Kay presents the scripts in her most appealing style. The correct questions are asked by the announcer, who acts as stooge to the globe-girdling Kay.

New Family Life Treatment

Radio drama of a unique type has hit the air on WTMJ, The Milwaukee Journal station, and an entirely new radio form was born. New series is "Letters of the Cartright Family," to be heard Monday-Wednesday-Friday at 10:45 a.m. Program deals with family life, but instead of the usual dramatization, story is told through the family's letters to each other. Novel twist is that letters speak in voices of the writers. Device is logical and achieved startling effect in first broadcast. Author of the show, a well-known WTMJ figure, prefers to remain anonymous. Feature is copyrighted.

"Religion in Your Life"

Starting May 30, at 8 p.m., a new Sunday program entitled "Religion in Your Life" will go on the air over WCPO, Cincinnati. The program of sacred song and sermon will be led by Reverend Davis of the First Baptist Church of Ludlow, Ky., and will originate from the Ludlow Church. Services will be conducted by Reverend Davis with his own congregation taking part in a mammoth radio evangelical program.

"Junior Varieties" on WBAL

A novelty program has been launched at WBAL, Baltimore, on Fridays at 5:15 p.m., under the title of "Junior Varieties."

The program offers an opportunity to youngsters, between the ages of five and fifteen, of becoming radio announcers. The youngsters will open the program, introduce musical selections, read commercials and, in general, control the entire program. A number of them will participate in each broadcast, with an ultimate winner being selected to handle an entire program by himself.

"Young Playmates" on WICC

A new series of children's programs entitled "Young Playmates" will start May 27 on WICC, Bridgeport, as a 5:30 p.m. Thursday feature. George Tompkins, director, will present a weekly group of young radio aspirants, naturally associated in groups, and hold interviews of a semi-humorous nature with them. Youngsters, aged 10 to 15, will be queried on their aspirations, hobbies, daily routines, etc., as well as being presented as soloists.

Senator's Weekly Talk

Senator Crawford Jamieson of the state legislature at Trenton, N. J., does a weekly broadcast over WTNJ, discussing new bills before the senate.

COLONIAL NETWORK DEFENDS CIO ACTION

(Continued from Page 1)

of the network. Shepard said the textile workers' committee who signed for the radio time was aware that the station planned to insert the announcement saying:

"The next hour has been engaged by the Textile Workers Organizing Committee. The opinions to be expressed during the period are those of the speaker and his organization. They do not reflect the opinion of this network, the management of which is definitely opposed to certain principles of the C. I. O., notably the sit-down strike."

Later the textile leaders cancelled the broadcast as a result of objections by Lewis, and said protest would be filed with the FCC. The textile group said the station's statement was a distortion of C.I.O. principles, which, it said, did not include the sit-down strike.

Meanwhile arrangements were made to have the Lewis speech in Lawrence on Sunday aired by three independent stations.

Ina Ray Hutton for Philly

Ina Ray Hutton and her Melodears, being held over at the Paramount on Broadway, will follow with a booking at the Earle Theater, Philadelphia. Three major film firms are reported dickering for a screen contract with the blonde bombshell through her manager, Irving Mills.

Mertens and Price Inc. Announce

EASTERN SALES AND SERVICE

Now under personal
direction of

RALPH ROGERS

President, Associated Radio
Writers, Incorporated

HEADQUARTERS

NEW YORK

RADIO & FILM METHODS CORP.

101 Park Avenue, New York City

BOSTON

ASSOCIATED RADIO WRITERS, INC.

137 Newbury Street, Boston, Mass.

MERTENS AND PRICE, INC.

1240 South Main Street, Los Angeles, Cal.

AGENCIES

H. W. KASTOR & SONS ADVERTISING CO., Chicago, have announced the reopening of New York offices in the RCA Bldg. Arthur Kastor is in charge. Agency closed its New York offices about two years ago.

ALVIN AUSTIN CO. has been appointed advertising and publicity directors of the 1937 Father's Day campaign.

BURT COCHRAN will be promoted and transferred June 15 from the post of Pacific Northwest manager of McCann-Erickson Inc. to a new post in charge of new business development with offices in Chicago. Vernon Churchill, Portland, Ore., manager, succeeds Cochran in Seattle.

J. WALTER THOMPSON Co. has been appointed by W. F. Young Inc., Springfield, Mass. (Absorbine) to handle its account, effective Sept. 1.

LAMBERT & FEASLEY INC., has moved to 9 Rockefeller Plaza.

BAGGALEY, HORTON & HOYT INC., Chicago, is handling the radio advertising contracts for the W. A. Sheaffer Pen Co. The McJunkin agency is handling the magazine advertising.

JOE L. KILLEEN, co-founder of the Fitzgerald Advertising Agency, New Orleans, has been elected president of the company. Killeen succeeds C. L. Fitzgerald, who has resigned, effective June 1, to accept an executive position with the Fletcher & Ellis Advertising Agency. Other officers elected include: Joseph H. Epstein, v.p., Leonard Gassner, v.p. and treasurer and Roy M. Schwartz, secretary.

Paley and Luce Must Appear

William S. Paley and Henry R. Luce, respective presidents of CBS and Time Inc., have been ordered by Supreme Court Justice Philip J. McCook to appear for examination before trial on June 4 in connection with the \$100,000 suit for damages filed by Dr. John M. Hays. Dr. Hays alleges unauthorized impersonation of himself and name mentioned several times on a "March of Time" program dealing with ambulance chasing and fee-splitting by physicians. Dr. Hays sets forth he gave the interview but specifically requested that his name not be mentioned.

Pope Pius on NBC

Pope Pius XI, speaking from Rome, will broadcast his greetings and papal benediction on his 81st birthday over the NBC-Blue network next Monday, 12:30-1 p.m. Same program will be short waved to the entire world through the Vatican radio stations.

Delaware 100% In

Radio stations in the state of Delaware have subscribed 100 per cent to Radio Daily. The state has two live-wire stations, WDEL and WILM, located in Wilmington, with J. German Walsh as manager.



PETTY CASH VOUCHER

Week ending May 21

● ● ● Saturday....Run up the Drive for cocktails at the John Mayos with June Robbins....John, though an important man in the political and radio world is just like you, you, you and you. He knocks himself out interpreting his unwedded daughter's remarks. She's two!....To the New Yorker and Gus Arnheim's music. Somehow we let ourselves in for something by accepting a broker's invite to a recital at his penthouse....Here, prima donnas, violinists and the elite of the finer things in music wear us down, prompting us to retrace our steps to Lindy's for a midnight repast.... Willie Farmer, Russ Morgan, Yvette Rugel, and Henny Youngman stay up talking about Bert Frohman's sudden attack until morning, and as the dawn breaks we're driving Henny to Brooklyn.

● ● ● Sunday....The appointment to attend the ball game with Jack Pearl is off because he's in Baltimore mixing with the Vanderbilts and Whitneys, so A. L. Alexander is our choice. We miss him because the front tire is flat—only on the bottom....Decide to remain in town so we take a busman's holiday and attend the Bert Lahr show. Tom McKnight relates a gag he phoned to us from out of town—but it wasn't worth the call....Frank Parker is taking "Honeychile" for a coke while the attention is focused on Dick Merrill....Norman Foley "sells" us on a Spencer Tracy picture....Then to Leon and Eddie's for the Bob Hope fracas....Bert Lahr, Ethel Merman, Rose Blane, Gloria Whitney and EVEN Henny attend, among others.

● ● ● Monday....Listen to the Lucky auditions....Hear that Tiny Ruffner may return east....Get the old scalp treatment and the information that, with the next, we're graduating with honors, completing the course in seven—instead of twelve, like that Pearl feller!

● ● ● Tuesday....Attend the Ben Bernie rehearsal and Sonny Schuyler wants to know what happens to him. We can't tell him that he's to be signed for seven years on the following day—because that would kill a Thursday item....We break into a rehearsal room at Chappell and hear Judy Starr, Rudy Vallee's vocalist, being coached by Audree Collins, with Patricia Norman standing by.... Later Audree phones to say that when Judy got back to her hotel a wire awaited her informing of her father's death....The tune she rehearsed, and did so well, was "They All Laughed"....To the Mickey Alpert band rehearsal, which is swell, and meet the lovey-dovies in the chorus for the Riviera (That's to be our home after next Thursday)!

● ● ● Wednesday....At the Beatrice Lillie rehearsal we discover that Abe Lyman doesn't speak with the Englishwoman—because no one, it seems after all these programs, has thought about introducing them!.... Teddy Powell's "experience," which we've been debating about using breaks in another column, "cleaned" up....To the Johnny Messner opening and see Al Zugsmith....Sammy Fain with Sally Fox and the Irving Kahals discuss a fishing trip....Thursday....Dull outside of the studios, so we go home to bed.

● ● ● Friday....Phil Duey phones about attending the golf game at River Vale....Bill Weisman, Andy Baruch and some of the others "threatened" us against taking sides a few days back, so we decline and decide to go to Coney Island for laughs, winding up the night with a scavenger search of a new thrill in rides, but give up this futile effort, thinking that we're just in the mood to do a column like this.

Total Expense.....60c for six rides on the ferris wheel. AUDITOR'S REMARKS. Request denied. From the report above you were dizzy enuff without resorting to artificial appliances!

GUEST-ING

ROSCOE ATES, interviewed by Powell Clark on "Grandstand and Bandstand," today (WMCA, 2:30-5:30 p.m.)

JACKIE HELLER, on Ben Bernie program, June 1 (NBC-Red, 8 p.m.) Booked by Herman Bernie office.

BERT SWOR and LOU LUBIN, return date on Al Pearce show, tomorrow (CBS, 9 p.m.)

EDDIE FOY, JR., ARTHUR CARLON, ALFRED DRAKE and MARYLYN MILLER, on Hammerstein Music Hall, tomorrow (CBS, 8 p.m.)

GARY COOPER and JEAN ARTHUR in "The Plainsman," on Lux Radio Theater, May 31 (CBS, 9 p.m.)

ZASU PITTS, GAIL PATRICK and RUDOLPH GANZ, on Bing Crosby program, May 27 (NBC-Red, 10 p.m.)

GOLDIE and DUSTY, radio's first blackface comedy team, on Fred Allen's Town Hall, May 26, (NBC-Red, 9 p.m.)

ENOCH LIGHT, RUTH BARNES, MARGO and BROWN, and EIGHT HUSSARS, on Broadway Melody Hour, May 26, (WHN-WOR, 8 p.m.)

New WPA Series Starting

"The Federal Radio Repertory Theater" starts its series of social dramas over WEVD next Sunday at 10-11 p.m. First offering will be Karel Capek's "R. U. R.," adapted for radio by Joel Hammil and directed by Howard da Silva, assisted by Harry Goldsmith. Ibsen's "Master Builder" will be the second bill. Two cycles, one by foreign dramatists and the other by Americans will be offered, with much experimentation in method of presentation.

8 Orks for Atlantic City

The Million Dollar Pier in Atlantic City has signed with Consolidated for eight name radio and dance orchestras to be featured there between July 1 and Labor Day. Schedule of CRA bookings for the Pier is: Jan Savitt, Johnny Hamp, Clyde McCoy, Clyde Lucas, Don Bestor, Harold Stern, Jack Denny, and Russ Morgan. Most of the engagements are for a week's run. Spot will have an NBC wire this summer.

Church's 8th on WFAS

White Plains, N. Y. — Nepperhan Avenue Baptist Church of Yonkers, which has built up a big "radio congregation" via Sunday evening broadcasts over WFAS since 1932, has arranged for its eighth consecutive commercial over this station. The 90-minute weekly broadcast has never lacked financial support from the congregation.

Services for Robbins

Funeral services for Merton C. Robbins, founder and publisher of Robbins Publishing Co., who died last Thursday, were held Saturday in Pelham. Robbins published "Advertising & Selling" and six other trade journals. He was 67.

WITH THE ★ WOMEN ★

By ADELE ALLERHAND

MAY SINGHI BREEN and Peter de Rose sending tabloid postcard reports from out Denver and Salt Lake City way....Peter invited to play the organ at the Mormon tabernacle....Both entertained the Denver Knot Hole Club, local lumber men's organization, with apropos ditties, "Timber" and "Wagon Wheels".....A few thifty souls at WCR-Mutual figured out a way to avoid teletype expense....Every afternoon at 4:5 the mesdemoiselles Teddy Salzburg and Paula Nicoll go on the air, without benefit of network service, and broadcast program corrections and changes in commercials to the Mutual stations....All 56 of them detail Gregg-minded damsels to listen in and transpose the data for the benefit of those concerned....WHO's three little maids, Annabel, Kay and Betty Jane, chosen by Natl. Honor Society for scholarships to pay half their tuition at a midwestern college, the lasses being seniors at East High School, Des Moines....Enoch Light's chanteuse, Muriel, is granddaughter to General Sherman, which makes her a pacifist, too....

Lee Wiley, who's been dispensing indigo ditties at the Versailles, states the laments most in demand are "Careless Love" and "Motherless Child"....Helen Olheim transports her vocalizing to Hollywood to be heard on the Rubinoff program, May 30, with Marian Claire scheduled to do a repeat thereon June 6....WINS' lark de luxe, Billie Allen, reports the completion of several movie shorts....WQXR's Dorothea Beckman says Tom Boggs' ("About Town") gourmet party t'other P.M. gave rise to the suggestion that a gourmet club be formed....Listeners-in who attended talked symphonic music while they attacked Lucullan vittles....

CBS's Col. Jack Major is holding a brief for equal rights for men these broadcasts....The first masculinist?....June Joyce, the 10-year-old dazzler on the Bob Emery program over WOR yesterday, did a tasty bit of juvenile emoting as the infant menace....Meredith Mason of KWK, St. Louis, interviewed rising star Eleanor Whitney on that station recently....Eleanor was in town in connection with her flicker, "Turn Off the Moon"....Cast addenda....to "Pretty Kitty Kelly"....Jane Houston, who plays a police-woman, Eustace Wyatt as Isaac Hemish....to "Big Sister"....Elspeth Eric as Gertie....



"NBC NIGHT CLUB"

Sustaining
WJZ-NBC-Blue Network,
Thursday, 11:05-11:30 p.m.
**NIGHT CLUB ATMOSPHERE SHOW
ORIGINATING IN CHICAGO STUDIOS
WITH DANCE GUESTS IN ATTENDANCE.**

Program originates in Studio A of NBC Chicago facilities, with the center of the room cleared for 100 guests who may dance if they wish. "Customers" are the first 50 couples who write in for tickets. Announcement to this effect is heard locally, since the Eastern outlet ran Press-Radio News for the 11-11:05 p.m. period and of course the dance angle is of no interest to distant listeners.

Morey Amsterdam is emcee, orchestra is fairly good and there are a couple of vocalists. Some comedy was heard, more or less in satirical vein. For the hour it is on, program makes a somewhat different sustaining period, but not exactly coming under the head of extraordinary. Stunt angle with the dance is probably okay from the local view.

"Hollywood Hotel"

There has been a steady pickup in the quality of the "Hollywood Hotel" program over the past few weeks. Last Friday night's "Trip to Hawaii" sequence was exceptionally enjoyable. Full of pep and strumming rhythm, with much fine vocalizing by Jerry Cooper, Frances Langford, Igor Gorin and the ensemble. Claudette Colbert, Melvyn Douglas and Robert Young in "I Met Him in Paris" was the film preview, and the players did good work. Program is heard on CBS at 9 p.m. Fridays.

Lou Holtz

Revisiting the airwaves via a couple of guest shots following his recent return from England, Lou Holtz sounds as good as ever. In his appearance last week on the Ben Bernie program over the NBC-Blue network, Holtz had Manya Roberti as partner, and they made a very effective team. There's a swell bet here for some good sponsor.

ORCHESTRAS - MUSIC

FREDDIE STARR and his ork debuted at the Roosevelt Grill on Thursday eve, replacing Charlie Dornberger and his band. The Starr musicians are scheduled to furnish music at that hostelry throughout the Summer until the return of the Guy Lombardo aggregation.

Maestro Ralph Watkins and his band have been renewed for an additional four weeks, effective last Saturday, at the Frolics, which spot they've been enlivening since its opening several weeks back.

George Case and his Hill-Billy Hullabaloo have entered on their second year as a commercial on WCPO, Cincinnati, with their novelty arrangements of old songs, western and southern folk tunes. Case is supported by Mary Lou Geiselmann at the emcee mike.

Batoneer Gus Arnheim and his band at the New Yorker have rung up the curtain on a new number by Benny Davis and Rube Bloom titled, "Is This Gonna Be My Lucky Summer?", with Benny Davis singing the vocal yesterday, just to show the lads how it should be done.

Twentieth Century-Fox has adopted the melody theme of the first published number of Ina George, called "Dance Today," as the motif for its "Goodnight My Love."

Hickory House's new wing will contain a bandstand, equipped with instruments to be placed at the dis-

posal of visiting musicians for use in jam sessions. The regular Hickory House Ork will continue to play from its position in the center of the bar.

An unusual musical offering, in the shape of a one hour presentation of the Haydn Oratorio, "The Creation," was heard over WINS and the New York Broadcasting System under the auspices of the Washington Heights Oratorio Society, composed of 30 mixed voices, under the direction of George Volkel, at 8-9 p.m.

WDNC's Robert, a student of the University of North Carolina, who commutes between Durham and Chapel Hill for the Nocturnal Serenade program, offers ballads and semi-classics, played as violin solos with piano accompaniment.

The lost music of the Incas will be presented over WINS by Pacora Blue Mountain, a descendant of the extinct Indian tribe which flourished hundreds of years ago in South America. He'll be heard every Friday, 8:45-9 in a program featuring South American music, and songs from the Inca, which he has discovered and arranged.

Moissaye Boguslawski, Chicago WIND staff pianist, has completed a series entitled "Piano Play Books," featuring a new technique for piano instruction for children starting at the age of four.

★ F. C. C. ★ ACTIVITIES

APPLICATIONS RECEIVED

General Electric Co., Schenectady. CP for new high frequency station. 41800 kc., up to 5 Kw. power.

Paul F. Godley, Montclair, N. J. CP for new high frequency station. 41800 kc., up to 5 Kw. power.

Havens & Martin, Inc., Richmond, Va. CP for new relay station. 1622, 2058, 2150, 2790 kc., 500 watts.

C. G. Hill, G. D. Walker and Susan H. Walker, Winston-Salem. CP for new relay station. 31100, 34600, 37600, 40600 kc., 5 watts.

Radiophone Co., Oklahoma City. CP for new relay station. 1622, 2058, 2150, 2790 kc., 200 watts.

National Battery Broadcasting Co., St. Paul. CP for new high frequency station. 25950 kc., 1 Kw.

Harrisburg Broadcasting Co., Harrisburg, Ill. CP for new relay station. 31100, 34600, 37600, 40600 kc., 10 watts.

Earle C. Anthony, Inc., Los Angeles. CP for new relay station. 1606, 2022, 2102, 2758 kc., 100 watts.

Earl A. Nielson, Phoenix, Ariz. CP for new station. 1210 kc., 100 watts, unlimited. Hebrew Evangelization Society, Inc., Los Angeles. CP for new station. 1570 kc., 1 Kw., unlimited.

HEARINGS SCHEDULED

Today: KGO, San Francisco. CP for increase in power to 50 Kw., 790 kc., unlimited.

Carolina Advertising Corp., Columbia, S. C. CP for new station. 1370 kc., 100 watts, 250 watts LS., unlimited.

May 25: Nathan N. Bauer, Miami. CP for new station. 1420 kc., 100 watts, unlimited.

KOOS, Marshfield, Ore. Vol. assignment of license to KOOS, Inc. 1200 kc., 250 watts, daytime.

May 26: J. K. Patrick & Co., Athens, Ga. CP for new station. 1310 kc., 100 watts, 250 watts LS., unlimited.

John W. Haigis, Greenfield, Mass. CP for new station. 1210 kc., 250 watts, daytime.

WSMB, New Orleans. CP for increase in power to 1 Kw., 5 Kw. LS. 1320 kc., unlimited.

May 27: Virgil V. Evans, Gastonia, N. C. CP for new station. 1420 kc., 100 watts, unlimited.

WELI, New Haven. Mod. lic. to 930 kc., 250 watts, 500 watts LS., unlimited.

Lawrence K. Miller, Pittsfield, Mass. CP for new station. 930 kc., 250 watts, daytime.

May 28: WBOW, Terre Haute, Ind. CP to change power, frequency to 1290 kc., 500 watts, L Kw. LS., unlimited.

Glenn E. Webster, Decatur, Ill. CP for new station. 1290 kc., 250 watts, daytime.

EXAMINERS' RECOMMENDATIONS
WHBB, Selma, Ala. Mod. of lic. to 1500 kc., 100 watts, unlimited, be granted.

WHBB, Selma Ala. Vol. ass. of license. 1500 kc., 100 watts, unlimited, be granted.

J. Leslie Dess, Sarasota, Fla. CP for new station. 1390 kc., 250 watts, daytime, be denied.

WILM, Wilmington, Del. CP for removal of station to Chester, Penn. be denied. 1420 kc., 100 watts, share time.

Northern Broadcasting Co., Traverse City, Mich. CP for new station. 830 kc., 500 watts, daytime, be denied.

Troy Broadcasting Co., Inc., Troy, N. Y. CP for new station. 950 kc., 1 Kw., daytime, be granted.

BARRY MCKINLEY Griffin "ALL-Wite" Tic Toc Review

Management

NBC Artists' Service

Personal Representative

James L. Saphier



WHEN Astaire, Butterworth and the others on the show bow out for the summer on the Packard show June 1, the program will be a full hour of sophisticated dance music, with Johnny Green conducting 22-piece orchestra, and using 16-voice rhythm choir, with Trudy Wood and Jimmy Blair for solo work.

Low Weiss is back from San Francisco where he signed five-year contract with technicians of KFRC in the bay city, establishing 40-hour week and two-week vacation with pay for technical employees.

Frank Kennedy, who for six years held post of development engineer in radio laboratory of Don Lee system, has been named chief engineer for KHJ, succeeding Harold G. Peery, resigned.

Wade Lane, who has come back into radio via the disk route with his "Home Folks" series, has just finished work in Warner Bros.' "Varsity Show" with Dick Powell and Fred Waring.

Mayfield Kaylor, program director for KEHE, returned to his work after a siege of flu and collapsed in the office, so he has left for a month's rest. George Irwin holding down his desk during his leave.

Mertens & Price report Sunday Players placed with Hodgman Mortuary, Lincoln, Neb., for use on KFOR, starting June 6.

R. E. Messer, Raymond R. Morgan Co. auditor, in hospital at Santa Ana for an operation.

In the hope that the playing of an old tune, associated with a woman patient's past, would help restore her normal mentality, group of medics sought in vain for recorded version of old Edwards tune, "For You a Rose." Assured that it was an authentic call, Edwards co-operated with Electro Vox recording company, visited the studios, disked the song in his best romantic style, and presented it to the physicians.

Lum and Abner, who have so far high-tatted the movies, reported on the verge of giving in, with two major studios dickering for their talents.

Marion Claire signed by Rubinoff to do a repeat on the Chevrolet show of June 6.

Earle C. Anthony, owner of KFI-KECA, NBC outlets, back at his desk after resting in Honolulu.

Dol R. Bill (W. F. Malloy) will do a series of radio short talks for Los Angeles Lion Club in connection with their forthcoming Perfect Baby contest to raise funds for underprivileged children. Has four programs set on KFI and KECA, and a Sunday program on KHJ.

Dick McIntyre and his Hawaiians orchestra, replacing Original Beverly Hill Billies on KMTR for a full hour, early evenings, daily except Sunday.

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations;
No. 36 of a Series.

WWRL—Woodside, L. I., N. Y.

205 Watts Day, 100 Watts LS—1500 K. C.

WILLIAM H. REUMAN, President & Gen. Mgr.

FRANK R. CLARKE, Commercial Mgr.

WWRL, "The Voice of Queens County," broadcasting on 1500 Kilocycles, started operation in August, 1926. The studios, transmitter and offices are located in their own building, situated at 41-30 58th Street in Woodside, Borough of Queens, New York.

WWRL's record through the years has shown rapid growth and progress in technical and studio equipment, general programming and sales activity. The studio equipment includes a "Robert Morton" theater organ, turntables of 78 and 33-1/3 RPM for electrically transcribed programs.

The list of commercial accounts who have used WWRL for many years is steadily increasing. WWRL's programs are directed towards residents of Queens, Manhattan and Brooklyn. Many special features of interest are broadcast to people within this area, which are purely local in character and are broadcast exclusively by WWRL. Among those are high school football games, local theater tieups, local debating societies; civic, fraternal and political news and a special series devoted to prominent people of Queens who appear before the microphone regularly. Something of a record is claimed by WWRL in that a great number of the sponsors of their programs have broadcast on the station without interruption over five years. WWRL also broadcasts in foreign languages, including programs in German, Czechoslovakian, Polish, Italian and Hungarian, featuring the finest native orchestras and artists obtainable.

The background and personnel of the station insures to the advertiser as well as the general public a modern well balanced and intimate form of expression best suited to their needs. WWRL's employees number 15 of the regular staff as well as a music and production staff of eight orchestras, singers, comedians and solo artists. The station service includes complete copy and continuity, research and publicity. It subscribes to the Langlois & Wentworth planned program service as a regular transcription service.

SAN FRANCISCO

JACK MEAKIN, NBC maestro, and **Ward Byron**, author-producer of "Bughouse Rhythm" show, popular transcontinental, leave for a New York trip June 3. May air "Bughouse" from Chicago and New York with different musicians, however.

Robert Struble, who did the California legislature broadcasts from Sacramento for Columbia's KSFO and KNX, has returned to San Francisco but may leave soon for the south. **Jack Dolph**, CBS Western Division biggie, has ideas for him in Los Angeles.

Chester Smith, KFRC orchestra leader, nearly drowned in San Francisco bay when his two-man sailboat capsized.

Ralph Richards, NBC pianist, departs shortly on a year's leave of absence to study with **Rudolph Ganz**, Chicago concert pianist. Richards won a scholarship.

Lee Hoagland, formerly of KMTR, Los Angeles, replaces **Frank Manoff** as announcer-technician in KROW's San Francisco studios. Manoff has gone to KLS, Oakland.

KYA tonight dedicates its new 5,000 watt RCA high fidelity transmitter at Candle-stick Point in Bay View Park.

Agency for "Death Valley Days" celebrated start of program's fifth year by throwing a party in NBC's press department Tuesday night. Press of bay region much in evidence.

New **KYA** staff members are **Farrell Buckley**, technician, formerly of KJBS, and **Wallace Ford**, formerly with WLEU, Erie, Pa. Ford replaces Announcer **Tom Jones**, resigned.

ST. LOUIS

KWK has obtained the exclusive services of **Capt. Alex Papan**, noted Roumanian aviator, to act as the station's good-will ambassador at banquets and other gatherings May 29-31 in observance of the tenth anniversary of **Lindbergh's Paris flight**.

Mayors of 13 Illinois cities attended last week's second anniversary celebration of **WTMV**, East St. Louis, Ill. **Woody Klose**, program director, was emcee.

Nick Zehr, plant supervisor for **KWK**, is back from the east.

CBS to Air "Talking Book"

A novel exposition of "The Talking Book," a remarkable method of recording literary works of every description in order to make them available in phonographic form for the enjoyment of the blind, will be broadcast over the CBS network on Sunday, 9-9:55 a.m. The program is a feature of the "Sunday Morning at Aunt Susan's" series and **Jacqueline DeWit**, a talented young actress who has played an important part in preparing "The Talking Book," will describe the new system.

More Talent Signed for Expo

Ann Leaf, organist and the **Buccaneers**, quartet, are the latest talent to be signed for the **Great Lakes Exposition**. **Miss Leaf** will appear in Cleveland the week of May 29-June 5 and the **Buccaneers** arrive two weeks later to stay for one week. **Miss Leaf** was set by **Columbia Artists, Inc.**



WAAF celebrated 15th anniversary yesterday with a one-hour panoramic program. **Bob Hawk** was m.c. Other acts included **Eddie and Fannie Cavanaugh**; **Elsa Mayer**, **William Nevins**, **Happy Jack and Handy Andy**; **Helen and Bob**; **Russ Perkins**, **Estelle Barnes**; **Roy Glahn**, **Charles Johnson**, **Duke of the Uke**; **Three Rhythm Rockets** and **Clem and Martha**.

Roy Witmer, NBC vice president in charge of sales, spending a few days here.

Orestes Caldwell, radio writer, here for RCA convention.

Niles Trammell, NBC vice president, back from an Akron business trip.

Fred Beck, WJJD staff organist, has polished off five full years on the station.

Ken Fry of NBC special events department has arranged a talkfest with several principals in **Louis-Braddock** fight here June 22 for broadcasting over NBC at 1:30 Monday May 24. **Charley Lyon** will do the quizzing.

Herb Morrison, WLS announcer who scooped the world on the **Hindenburg** crash with his recording, told **Sigma Delta Chi** frat how he did it on Friday.

Dave Gothard has replaced **Eddie Dean** in male lead of CBS "Modern Cinderella." Gothard also has male lead in "Helen Trent."

Luise Barklie, who plays feminine lead in "Modern Cinderella"; **Sunda Love**, **Virginia Clark**, **Nancy Hurdle** and **Betty Keller** all sporting new cars.

WAAF has designated **Craig & Hollinberry** national sales representatives. Appointment was announced by **William Hutchinson**, general manager of the **Drovers Journal** station.

Ben Kanter and **Bob Dixon** have a new show for **Halsted Roosevelt Business Men's association** over **WIND** on three-a-week basis titled "Try and Stump Us." If they fail to play a listener's request they give away a prize.

WAAF staff dropped in on commercial manager **Art Harris** on his birthday and staged a party.

Announcers **Ken Ellington** and **Don Hancock** and **Jimmie Patt** of **WBBM**-CBS staff off to **Indianapolis** to scout time trials for **Memorial day** race.

George Dunscomb, radio chief at **McCann-Erickson**, back from a tour of **Standard Oil** reps in smaller Michigan cities. **Standard Oil** has an option on services of **Chicago Bears** professional football team for this Fall. Network show is on ice until Fall.

Bob Burns Back

West Coast Bureau, **RADIO DAILY** Los Angeles—**Bob Burns** returns to the **Bing Crosby** program Thursday after a vacation.

★ Coast-to-Coast ★

MARTHA AND HALL (Martha Lawrence and Hal Begg) yesterday celebrated their fifth anniversary of radio songs and patter on WOR.

Bob Freeman, musical director in the production department of WEEL, Boston, is back from a southern cruise. Bill Rule has resumed at the controls after a week's illness.

Clinton Price, formerly at KLO, Ogden, is a new announcer at KDLY, Salt Lake City, succeeding Dave Simmons, who quit to enter the advertising promotional field.

Jocho Maxwell, sports commentator at WLTH, had Joe Hasel, the WNYC sports commentator, as guest of honor on Saturday, making it a double dose of sports.

Joseph Ries, educational director of WLW, Cincinnati, and Paul Sullivan, commentator, will be at the mikes for Mutual in airing the 500-mile Decoration Day auto race at Indianapolis.

Lee Kirby officiated at the microphone last Thursday when WBT, Charlotte, broadcast the 162nd anniversary of the signing of the Mecklenburg Declaration of Independence. U. S. Senator Robert R. Reynolds was chief speaker at the event, which drew thousands to Charlotte.

Pat O'Malley, genial song and patter man who recently joined WCPO, Cincinnati, is doing a daily except Sunday quarter-hour. He formerly was at WNOX, Knoxville.

Myron Fox's "Inquiring Reporter" program on KDYL, Salt Lake City, has acquired a sponsor in the Daynes Jewelry Co.

Leo H. Lassen not only triples in broadcasts and at the mike on three programs at KIRO, Seattle, but also does a sports column in a Seattle daily.

George Cahan, formerly of WCAU, Philadelphia, is now on the announcing staff of WTNJ, Trenton, N. J.

Leonard Kapner, manager of WCAE, Pittsburgh, left Saturday on a three-week vacation. He will visit California and may call at the new KEHE studios under the direction of Ford Billingers, former WCAE manager.

Jack Shelley, assistant news editor at WHO, Des Moines, begins a five-minute "Women's News Broadcast" on May 31 as a five times weekly feature sponsored by One Minute Washer Co., Newton, Ia. Shelley also has the Hardware News program.

"The Merry-Go-Round," formerly a two-hour transcribed show, on

WCPO, Cincinnati, has felt the influence of live talent and now features the Basin Street Boys, colored harmony team, and five other artists. Announcer Jim McCulla is emcee.

Manus Kline, sports announcer at WTNJ, Trenton, interviewed Benny Leonard and other oldtime boxers in connection with Trenton Milk Fund Fights recently.

Norman Twigger's Sunday afternoon news program on WCAE, Pittsburgh, has been renewed for another 13 weeks.

John Seagle and his hymns head the "Vocal Varieties" which just started a series over WPTF, Raleigh, N. C., under Raleigh Gas Co. sponsorship. "Southland Echoes," directed by J. Richardson Jones, is another new WPTF program, sponsored by Carolina Sales Corp. of Greenville.

Patient in a Macon, Ga., hospital got so much pleasure out of the early morning broadcasts of the Texas Wranglers over WMAZ that he invited the hillbilly aggregation and Announcer Lew Kent to have breakfast as his guests. Host was still in hospital, but he arranged for the entire group to have breakfast at a local cafe and he paid the bill.

Graham Poyner, production manager of WPTF, Raleigh, N. C., recently returned from historic Roanoke Island in connection with plans to broadcast the 300th anniversary of the birth of the first white child born in America, Virginia Dare.

Vocalist Mary Braun of the Donne quartet here, which airs over WBNO, New Orleans, is out of the running temporarily and in Touro Infirmary, where she underwent an operation.

The "Three of Us," girl trio at WSPD, Toledo, composed of Wilma Schlageter, Virginia Williams and Virginia Frank join the Reggie Childs' ork, which will leave the Commodore Perry Hotel, Toledo, within the next two weeks for the New Penn, outside Pittsburgh.

George Case, former WCPO (Cincinnati) announcer and now a member of the station continuity staff, is writing the "Fact Finder" heard week-days at 5:30 p.m. Robert Bentley is the Fact Finder.

Kenneth Beghold, formerly of WXYZ and the Michigan Network and now chief announcer at WCPO, being an accomplished baritone soloist, the Cincinnati station went to work on a program of ballads for him.

Ken Williams, news reporter, is being heard on a new program at WCKY, Cincinnati, sponsored by Charles E. Smith & Sons (men's store).

LABOR RELATIONS BOARD TO RULE ON WHN UNION

(Continued from Page 1)

lations Board just as soon as possible to determine who should vote in a WHN election and the election would determine whether the AFL or the CIO was to represent WHN employees. Only the engineers are affiliated with the CIO. The musicians are members of Local 802, an AFL union.

Summer Biz Is Better At WPTF, Raleigh, N. C.

(Continued from Page 1)

eral additions being made for the spring and summer.

Noticeable among increase in accounts is the addition of new refrigerator programs, Kelvinator, Frigidaire, General Electric, Electrolux, and Westinghouse now being included.

Exclusive of spot accounts, WPTF's program chart for the first two weeks in May listed the following new business: Raleigh Gas Co., 28 quarter-hour programs; White's Ice Cream Co., 13 weeks, three programs weekly; Carolina Sales Corp., renewal of weekly half-hour program for a year; Montlawn Memorial Association, one-year contract for weekly program; Blackwood's Inc., 11 programs weekly for one year; Raleigh Used Car Co., renewed weekly program for 13 weeks.

Kan Rapieff of WICC, Bridgeport, on Sunday assumed an emcee role at Norwalk's Rotaon Point with the Tommy Dorsey orchestra.

Eddie Peabody, emcee of his own "Rancho" variety show heard over KFOX, Long Beach, Cal., is located in Long Beach for two weeks while performing his annual duties of required training at the Naval Reserve flying base. Peabody ranks as Lieutenant.

WIBA, Madison, Wis., has installed a new United Press newsprinter in its studios. The station is now broadcasting four news periods daily.

Richard Shireman, for the past several months commercial consultant for WRJN, Racine, Wis., and prior to that with WGRC, Louisville, Ky., has been named sales manager of WRJN.

"The Question Box," a new 15-minute daily program, has made its bow over WHBL, Sheboygan.

"Smooth Sailing," quarter hour broadcast sponsored by Jaeger Motor Car Co. over WISN, Milwaukee, has been shifted from 1:00 p.m. Sundays to 12:15 p.m.

WNEW pulled a unique special event Friday evening when Martin Block, on his "Make-Believe Ballroom," played a recording of his interview with Jimmy Tiernan, the tiny survivor of the case being front-paged today.

★

**Don't Squawk
If You Cannot
Make the Trip
To Chicago
For the Big
NAB
Convention
(June 20-23)
Radio Daily
Will Be On the
Job Every
Minute For
Radio Daily
Readers
Everywhere**

★

NEW BUSINESS

Signed by Stations

WFAS, White Plains

Golden Bros. (Kelvinator), Camera Craft Shop, Z. Posner (furs), Vogt's Drugs, White Shoes, all White Plains; Tumble Inn (restaurant), Croton, through Graybar Adv'g, White Plains; Camp Woponset, Camp Arcadia, Dolly Pam (facials), Stockholm Restaurant, Sayet Inc (furs), Allison Gowns, all through Associated Broadcast Adv'g, New York.

WHN, New York

Chicago Food Products Co., beginning June 14 for 13 weeks, three spots weekly, through Gotham Advertising Agency; Reymer Bros. & Co., Inc., beginning June 15 for four weeks, four transcriptions a week, through Walker & Downing, Pittsburgh; Adam Hat Stores, Inc., renewal for 52 weeks, through Glickman Advertising Agency.

WHO, Des Moines

American Home Products, three serials, "Mrs. Wiggs," "John's Other Wife" and "Just Plain Bill"; One Minute Washer Co., Newton, Ia., Jack Shelley in "Woman's News Broadcast."

WOR, Newark

Swift & Co., starts June 1, on Martha Deane program, through J. Walter Thompson; Dodge Bros. (motor cars), starts June 7, Frank Morgan disks, through Ruthrauff & Ryan.

WCKY, Cincinnati

Goodall Co. (Palm Beach suits), through L. C. Gumbinner Agency, N. Y.; J. Henry Koenig Co. (coffee).

KDLY, Salt Lake City

Coca Cola Bottling Co., "Refreshment Club," new series of disks with Singin' Sam.

KFRU, Columbia, Mo.

Hyde Park Breweries, St. Louis, daily baseball broadcasts.

WICC, Bridgeport

Chrysler Corp. (Dodge Motors), Frank Morgan disk series.

KMOX, St. Louis

Coca Cola Bottling Co., Singin' Sam in "Refreshment Time," disks.

ONE MINUTE INTERVIEW

RALPH KIRBERY

"Radio today demands more realism than a highly romanticized title for a singer, crooner or other entertainer. A radio singer has to be more than just a voice out of ether. The personalities of singers are projected more and more into the radio picture not only by the way they sing their songs, but because the public demands some sort of program setting which gives them an inkling of the type of person they are hearing."

Programs That Have Made Station History

5. WOAI's "Texas Treasures"

ONE of the oldest commercial weekly programs anywhere is "Texas Treasures," sponsored by the Gebhardt Chili Powder Co., world's largest manufacturers of Mexican foods, in San Antonio.

"Texas Treasures" has been on the air since 1925 and on May 24, 1937, will have celebrated its 600th consecutive weekly broadcast from the studios of WOAI, San Antonio.

A further distinction of this unique and popular program is that its master of ceremonies is recognized as the oldest artist in radio from the standpoint of consecutive service on a commercially sponsored radio program. He is Eduardo Martinez and he began as a cellist in 1925 when the program first hit the airwaves. It is heard every Monday night from 9:30 to 10 o'clock.

Nearly 40 weeks ago "Texas Treasures" underwent a change in style. Instead of consuming the full half hour in straight music by Martinez's

orchestra, a 15-minute dramatic sketch, based on stories of Dr. J. Frank Dobie on the forming of Texas' independence, has been introduced into the variety half-hour. These dramatic playlets, which present chronologically the story of Texas history are written and produced by Lew Valentine of the WOAI production staff.

"Texas Treasures" has had an unusually popular history. Every offer that is made on the program brings thousands of requests, one bringing nearly 10,000 from a single program. (This was at a time when the program was on the Texas Quality Network.) The program has a large listening audience in the middle-west as well as the Southwest and Texas.

"Texas Treasures" is the only known program of its kind on the air, presenting not only an entertaining, exciting dramatic playlet, but real rhumba, Spanish and Mexican music by talented Mexican musicians.

WABY and WOKO Open Studios in Troy, N. Y.

(Continued from Page 1)

mentioned by announcers in signatures hereafter.

WOKO studios have been ultra-modernized, with wall covered by massive photo murals which are attracting hundreds of visitors. Photos present an eye-picture sequence of interesting scenes and buildings in the capital of N. Y. Harold E. Smith, general manager of WOKO, a camera enthusiast, cooperated with Photographer Ralph MacDougal on the scenes.

Speakers for Proprietary Meet

Speakers' schedule for the 55th annual convention of the Proprietary Ass'n starting today at the Hotel Biltmore will include John Benson, president of the American Association of Advertising Agencies; Janet MacRorie, NBC director of continuity acceptance; William H. Berg, president of Health Products Corp.; William S. Groom, vice-president of Thompson-Koch Co.; Edward L. Greene of the National Better Business Bureau and others.

Meetings will continue through Wednesday.

136 Script Library Clients

The Script Library to date has signed 136 stations for its Radio Events scripts. This number of stations is expected to have Decoration Day programs based on material from the Library.

Marion Melton Back

Marion Melton has returned as the featured vocalist with Don Albert's orchestra heard via WHN on Sunday evenings 9-9:30.

Personnel of WCPO Doubles in 2 Months

(Continued from Page 1)

of business that has resulted from increased facilities. Continuity chief is Jefferson Davis Dickerson, former newspaper and radio writer. Dickerson, for ten years a member of the Denver judiciary, has a staff of four writers. Complete change in announcing personnel brought Ken Beghold from WXYZ and the Michigan Network, Bob Knapp of Springfield, Ohio, Andre Carlon from WLW, James McCulla from the Iowa Network, and Don Pavey from WOWO.

WBT Staff Men on Committee

Charlotte — Charles Crutchfield, program director, and Clair Shadwell, Musical Clock maestro at WBT, are members of the publicity committee appointed to advertise the 2nd of July dedication of the Charlotte Municipal Airport, one of the finest in the South. Many of the nation's top-notch aviators will be on hand to put on a first class show, according to the sponsors.

Airing from Masonic Lodge

Rome, Ga.—What is believed to be one of the first broadcasts from a Masonic lodge took place here last week when WRGA aired the entire address of Governor Rivers of Georgia.

Get Saturdays Off

WOR and Mutual employees in New York will have "Saturdays off," effective May 28, for the summer. Skeleton staffs will be maintained in some departments.

Celebrate First Year

Wilson-Powell & Hayward Inc. will celebrate its first year in business tomorrow.

Coming Events

May 14-30: Syndicate Professionel des Industries Radioelectriques 14th Annual Salon, Palais Neo-Parnasse, Paris.

May 15-31: Radio and Television Fair, International Exposition Grounds, Paris.

May 23-25: National Radio Service Ass'n convention, Dallas.

May 23-26: Philco western distributors convention, Del Monte Hotel, Del Monte, Cal.

May 24-28: Society of Motion Picture Engineers, spring convention, Roosevelt Hotel, Hollywood, Cal.

May 28: Meeting of Seattle Section of Institute of Radio Engineers. James Wallace, KVI, chairman.

June 1-10: Radio-television exposition, Moscow.

June 4: Actors Equity Ass'n annual election.

June 5: Annual meeting of the Texas Broadcasters Ass'n, Texas State Hotel, Houston.

June 10-17: British Television exposition, organized by Radio-Electrical Industry of Great Britain, South Kensington Museum, London.

June 14: American Federation of Musicians' annual convention, Louisville, Ky.

June 20-23: National Association of Broadcasters' annual convention, Hotel Sherman, Chicago.

June 20-23: Advertising Federation of America's 33rd annual convention, Hotel Pennsylvania, New York.

June 21-24: American Institute of Electrical Engineers' convention, Milwaukee.

June 21-24: Summer Convention of the Canadian Electrical Convention, Banff, Alberta.

July 12-17: International Congress of Short Waves, Vienna.

Aug. 2: Semi-annual meeting of the American Radio Telegraphers Association, New York.

Nov. 26: Inter-American Radio Conference, Havana.

FRANK DEGEZ

CUSTOM CLOTHES

46 WEST 48 ST.
NEW YORK

BR yant 9-9746

Combining the finest of imported materials with the finest of tailoring plus correctness of style. Priced from \$65 up.



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 75

NEW YORK, N. Y., TUESDAY, MAY 25, 1937

FIVE CENTS

Social Security Headache

Looking On AND LISTENING IN

TALENT ABUSES The life-blood of the radio is the talent that attracts listeners by its ability to entertain, and the cry of "where are tomorrow's radio stars coming from?" is repeatedly heard, yet new talent is about the most abused element in the radio industry.

Newcomers seeking to break into broadcasting find themselves up against a succession of discouragements sufficient to break the spirit of a Spartan.

If the candidate is lucky enough to get as far as the mike, he realizes there that his disillusionments have just begun.

First there are the stations who don't pay a red cent to artists on sustaining programs.

Then there are the stations who, whether or not they compensate the performers during their sustaining trials, make them sign agreements whereby the station management is able to exploit their subsequent success beyond all fairness.

Next, after the artist has finally entered the professional fold, comes the agencies who go in for the kick-back system of taking part of the performer's salary.

And there even are cases where the agency stalls indefinitely on paying the talent at all.

It is no wonder that the outlook for tomorrow's stars is so thin.

If radio wants to assure itself of a steady influx of talent in the years ahead, there must be (1) some sort of general effort to provide a more hospitable welcome for promising newcomers, (2) at least a certain fixed minimum compensation for sustaining artists, (3) elimination of kick-backs and multiple agents' commissions on salaries, and (4) more encouraging cultivation of the little acorns who must grow up into the oaks of radio.

Plows and Listens

White Hall, Ill.—Not wishing to neglect his plowing, yet anxious to indulge his yen as a baseball fan, Farmer Ford Flatt solved the problem by attaching a radio to his new tractor. With the use of ear-phones, Flatt now keeps in touch with progress on the diamond while he rides his tractor over the good earth.

FTC PROMISES ACTION ON MUSIC MEN'S CODE

Delegation of music men who went to Washington to confer with Federal Trade Commissioners returned to their desks yesterday with the assurance that the FTC will take definite action on the fair trade practice music publishers' code now under final consideration. Code is expected to be presented to the FTC in approved form the latter part of this week and a meeting called to take final action about June 8. Code has a special clause relating to bribery of radio and other artists to plug songs.

Committee which went to Wash-
(Continued on Page 3)

Talent and Date Are Set For Vitalis Test Series

Joey Nash and Ray Sinatra with his orchestra will be featured in "For Men Only", 13-week test program sponsored by Bristol-Myers (Vitalis hair tonic), starting over WLW, FHN and WFIL on June 7 at 8:30-9 p.m. Efforts are being made to have Robert Taylor as the first guest star. Pedlar & Ryan is the agency.

WOMT in Expansion On Tenth Anniversary

Manitowoc, Wis.—As part of his general enlargement plan in observance of the tenth anniversary year of WOMT, General Manager Francis M. Kadow has made several additions to studio and production staff. Newcomers to the reorganized staff include: Emerson Smith, commercial
(Continued on Page 3)

Artists Are Reluctant to Pay, While Bureaus and Legal Staff Seek to Comply With the Law

Radio-Wired School

Seattle—Built-in radios for all classrooms feature the new grade schoolhouse erected at Kirkland with WPA funds. Programs of educational, historic or cultural import can be broadcast throughout schoolrooms.

MONTGOMERY-WARD DISKS BEING RECORDED BY NBC

Montgomery-Ward, Chicago mail order house through Lord & Thomas, is using NBC recording facilities to transcribe a series of quarter-hour disks entitled "Neighbor Jim." Disks are now being produced and will be placed on local stations through the local Montgomery-Ward store.

5,000 W. Transmitter Is Dedicated by KYA

San Francisco—With Chairman Anning S. Prall of the FCC, Washington, Mayor Rossi of S. F. and Station Manager Bob Roberts among the speakers, KYA last night dedicated its new 5,000-watt transmitter. Program originated in the main studios in the Hearst building, with Walter Rudolph conducting the orchestra and various headliners supplying entertainment.

KEHE, Los Angeles, KYA's sister
(Continued on Page 3)

By M. H. SHAPIRO

Associate Editor RADIO DAILY

Refusal of the Federal government to hand down a blanket ruling and its insistence upon passing only on specific individual cases, is keeping the question of Social Security deductions in a first class state of chaos, with neither the artists on one hand nor the networks, stations, artists' bureaus, ad agencies and sponsors on the other knowing whether or not they are following a correct method of procedure.

Artists' bureaus, as is the case with
(Continued on Page 3)

HOT TALK IS BARRED; WIP PICKETED BY CIO

Philadelphia—Members of United Hosiery Workers, a CIO union, started picketing WIP yesterday when the station refused to permit William Leader, a union organizer, to speak on the air last night. Union had contracted for a 15-minute spot at 10:30. Station lawyers, Fox, O'Brien, Rothschild & Frankel, scru-
(Continued on Page 3)

H. Huff, G. A. Robertson Will Address Texas Meet

Longview, Tex.—Harold Huff, NAB treasurer, and Graham A. Robertson, station rep of New York, are among speakers already lined up for the Texas Broadcasters Ass'n convention
(Continued on Page 3)

New Sponsor is Being Sought By Amos 'n' Andy Next Year

Chicago—Amos 'n' Andy (Charles Correll and Freeman Gosden), in reappointing Lord & Thomas as their exclusive agency, expressed themselves as feeling that their long association with Pepsodent should be brought to a happy end in favor of some other product when their present contract expires Jan. 1, it was stated yesterday by Albert D. Lasker, president of L. & T. The comedy team started as Sam and Henry on WGN in 1926, moved to WMAQ in 1928 for Pepsodent and since 1929 have been on NBC for this sponsor.

Another First

In a three-column ad in the Press-Scimitar, Memphis, W H B Q last week announced with glee that a survey of all other surveys shows it to be "the first station we know of that has never won a radio survey, except those conducted by ourselves." But 78 per cent of the station's advertisers are on renewal contracts.



(Registered U.S. Patent Office)

Vol. 1, No. 75 Tues., May 25, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Messer-eau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk and Verne Bailey, 6425 Hollywood Blvd. Phone Granite 6607. Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

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FINANCIAL

(Monday, May 24)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	168	167	168	+ 1/2
Crosley Radio	22 1/4	22 1/4	22 1/4	—
Gen. Electric	54 7/8	53 3/4	54	— 1
North American	26 1/8	25	25 3/8	+ 1/4
RCA Common	9 3/8	9 1/8	9 3/8	+ 1/8
RCA First Pfd.	69 7/8	69 1/8	69 1/8	+ 5/8
RCA \$5 Pfd. B.	(75 Bid)			
Stewart Warner	18 3/4	18 3/4	18 3/4	+ 1/4
Zenith Radio	34 3/4	32 1/2	33	— 1 3/4

NEW YORK CURB EXCHANGE

	Bid	Asked
Hazeltine Corp.	16 1/2	16 1/2
Majestic	3 3/8	3 3/8
Nat. Union Radio	2 1/8	2

OVER THE COUNTER

	Bid	Asked
CBS A	54	55 3/4
CBS B	54 1/2	56 1/2
Stromberg Carlson	14 1/2	15 1/2

New Play Series on WHN

"Millstream," weekly series of chapter plays dramatizing lives of folks who began in small towns, debuts tonight over WHN as a Tuesday 8:45-9:15 p.m. feature. Albert F. Brown is the author, and cast includes Harold Willard, Robert Travers, Betty Skinner, Gail Henshaw, Florence Schilling, Louis Krugman, Joan Danton, Jerry Blake and Lucy Forbes.

Glatstein Married

Cincinnati—Harvey Glatstein, WCKY plant engineer, was married Friday to Lillian Gutman of Erlanger, Ky. WCKY staff members gave them a silver service as a wedding gift.

NETWORK SONG FAVORITES

Following is an accurate list of performances for the week ending May 22, covering songs played from 5 p.m. to 1 a.m. on CBS and two NBC networks. Only compositions played 15 times or more are included. This listing is a regular Tuesday feature in RADIO DAILY.

Selection	Publisher	Times Played
Carelessly (Irving Berlin, Inc.)		34
Never in a Million Years (Robbins Music Corp.)		32
There's a Lull in My Life (Robbins Music Corp.)		32
Love Bug Will Bite You (Santly Bros.-Joy, Inc.)		30
September in the Rain (Remick Music Corp.)		27
Where Are You (Leo Feist, Inc.)		27
They Can't Take That Away From Me (Chappell & Co.)		24
Sweet Leilani (Select Music Co.)		23
It Looks Like Rain (Joe Morris Music Co.)		22
Too Marvelous for Words (Harms, Inc.)		22
Let's Call the Whole Thing Off (Chappell & Co.)		21
That Foolish Feeling (Leo Feist, Inc.)		21
They All Laughed (Chappell & Co.)		19
On a Little Dream Ranch (Shapiro, Bernstein, Inc.)		18
The You and Me That Used to Be (Irving Berlin, Inc.)		18
Blue Hawaii (Famous Music Corp.)		16
How Could You (Remick Music Corp.)		16
It's Swell of You (Robbins Music Corp.)		16
Was It Rain (Santly Bros.-Joy, Inc.)		16
Wake Up and Live (Robbins Music Corp.)		16
Boo Hoo (Shapiro, Bernstein, Inc.)		15
Sweet Is the Word for You (Famous Music Corp.)		15

Tornado Hits WMT

WMT, Cedar Rapids-Waterloo, was saved from considerable loss in transmitter equipment last week when a freakish tornado struck near Marion, Iowa, where the vertical radiator is located. The tornado caused thousands of dollars of damages when it flattened barns, houses, killed many head of livestock, uprooted dozens of power lines and resulted in injuries to at least one person.

The freakish wind was headed directly toward WMT's new transmitter house and towers, when it suddenly swerved, missing the station equipment, and loosened itself on all sides.

Station was without power Tuesday forenoon and could not broadcast until workmen rebuilt nearly half a mile of highline carrying power to the transmitter. Charles F. Quentin, technical supervisor for WMT, said the main force of the storm was felt in an area just west of the broadcasting towers.

Garbisch Joins R. & R.

Edgar W. Garbisch, v.p. of J. Stirling Getchell, Inc., has resigned from that agency to join Ruthrauff & Ryan in an executive capacity. The Socony Vacuum account, which was handled by Garbisch, remains with the Getchell agency. Garbisch is a son-in-law of Walter Chrysler.

NBC Memorial Day Program

NBC's "Magic Key" Memorial Day program will feature an "Ode to Memorial Day" by Arthur Guiterman, with music by Frank Black, to be read by Walter Hampden. George M. Cohan, now traveling about France, will be interviewed from there by John B. Kennedy.

Night Baseball on WNEW

KNEW will broadcast the night baseball games between Newark and Syracuse on Thursday, Friday and Saturday, 9-11 p.m. Programs, sponsored by General Mills for Wheaties, have caused the station to cancel all sponsored shows now heard during the two-hour period. Attempts are being made to offer afternoon spots during the three days, or additional time added to the present contract to compensate for loss of time. Earl Harper will be at the mike for the ball games.

Amateur Trophy Presented

Actual presentation of the William S. Paley Amateur Radio Award took place at a luncheon at the Waldorf-Astoria Hotel yesterday when the president of CBS handed over the trophy to Walter Stile, Jr., of Coudersport, Pa. Part of the proceedings were broadcast via CBS at 2:30-2:45 p.m.

Among those present were Anning S. Prall, chairman of the FCC, who praised the work of the 'hams'; Paul Kesten, H. K. Boice and other CBS vice-presidents and executives and small gathering of newspapermen.

Fenster Joins Paull-Pioneer

Hy Fenster has resigned from Irving Berlin, Inc., to join Paull-Pioneer, music publisher.

COMING and GOING

HOWARD TILL, executive of WSFA, Montgomery, is in New York.

PHIL LALONDE, manager of CKAC, Montreal, is in town with MRS. LALONDE.

HARRY BUTCHER, CBS vice-president in Washington, is visiting New York headquarters.

CLAY MORGAN, WAYNE RANDALL and E. P. H. JAMES of NBC and FRANK MULLEN of RCA went to Philadelphia yesterday for the RCA eastern distributors meeting.

HELEN BRATTRUD, secretary to Don Higgins, CBS press chief, sails Saturday for London aboard the Britannic for a five-week vacation.

WALLACE WEST, CBS press, is back at his desk from a trip to Russia.

H. S. GARDNER, chairman of the board of Gardner Advertising Co., arrived yesterday aboard the Queen Mary, completing a world tour begun last January.

JOHN G. RAINE, general manager of Ascap; HARRY FOX, general manager of Music Publishers' Protective Ass'n; EDWARD B. MARKS and SAM FOX are back from Washington.

ED SPENCE of WBAL, Baltimore, is in New York.

LFONARD KAPNER, general manager of WCAE, Pittsburgh, is California-bound on a three-week vacation.

KATHRYN RAND leaves Saturday for Philadelphia to open at the Arcadia there.

GLORIA WHITNEY leaves Friday to spend the Decoration Day week-end in New England.

HANS KINDLER, cellist and conductor of the Washington Symphony Orchestra, sails today aboard the Lafayette for France.

HELEN GLEASON, singer, and LEO ERDODY, musical director of World Broadcasting System, leave for the west coast July 1. Miss Gleason will fulfill motion picture commitments and Erdody, her manager, remains in Hollywood four weeks before returning to WBS headquarters in New York.

ARELENE FRANCIS arrived in New York yesterday after a trip from Honolulu on the China Clipper.

New Greensboro Agency

Greensboro, N. C.—A new advertising agency under the name of Morton, Advertising, has been established here by Frank P. Morton, with offices in the Security Bank Bldg. Morton, who will be general manager, was formerly with Carl J. Balliett advertising agency, and later advertising and sales manager of South-eastern Hotels Co. and Textile Chemical Products Co. William Stack is the art director.

New firm will specialize in business and industrial accounts, going in for more intensive development of old markets as well as locating new ones.

The Tavern RADIO'S RENDEZVOUS

MAKE THIS YOUR
LUNCHEON—
DINNER—SUPPER CLUB

158 W. 48th St.

Toots Shor

RADIO EVENTS, INC.
AN INDEPENDENT PRODUCING GROUP
SERVING ADVERTISING AGENCIES

535 Fifth Avenue,
New York, N. Y.

From script to production—
that extra something that's good radio

RUSTY HINGE

recorded by Chick Webb on
Decca No. 1273-A

ROY MUSIC CO.
1619 BROADWAY, NEW YORK, N. Y.

RADIO UP IN THE AIR OVER SOCIAL SECURITY

(Continued from Page 1)

the legal departments, are doing the best they can to comply with the law. Apart from the fact that considerable additional help is at work in the accounting departments, the individual cases cropping up daily are no end of a headache for all concerned. With no precedents to go by, no one in authority wishes to take arbitrary action, make any unqualified rulings; in short, any move means sticking one's head out.

General procedure of the networks is to merely take out artists' bureau commissions, leaving the Social Security deductions for either the advertising agency or the sponsor on occasion. Counsel for the American Association of Advertising Agencies is currently seeking a ruling from Washington as to who should be regarded as the "employer."

Majority of artists state they are free-agents and "independent contractors." The latter classification has been allowed by the State of New York in its Unemployment Insurance deductions where an artist wishes to distinguish a sustaining job from a commercial. Federal government so far has refused such a ruling.

Artists Up a Tree

Young actor on commercials queried by this reporter said his Social Security deductions are taken out, but he has yet to fill out a card and receive a number. Another actress who does both commercials and sustainings didn't mind deductions on the former because there was an employer, but squawked plenty about deductions on sustainings. Deductions were made, she said, for the first two months, then a lull; suddenly a huge lump sum was deducted on past commercials and sustainings.

Bookkeeping department, said the artists' bureau, had enough trouble keeping the state and Federal deductions straight, and neither he nor anyone else wanted to establish any ruling. She was referred to the legal staff. Where the artist in question is directly employed by the network or station, matter of deductions are comparatively simple, it would seem. Yet when the act is sold for even a guest shot, actual employer may eventually be ruled as the sponsor.

Mere deductions are easy considering the fact that the organization forwarding the deduction must contribute twice as much out of its own

NEW PROGRAMS—IDEAS

Farm Reporter on KSFO

"The Farm Reporter," a new program devoted to service for the farmer, has started as a 7:30 a.m. daily except Sunday feature over KSFO, San Francisco. Ira L. Smith, appointed agricultural director of KSFO, will be directly in charge of the program.

Aside from news and notes about the various Farm Bureaus in Northern California, the broadcast will carry vital daily information about markets, quotations and other matter of specific interest to farmers, poultry raisers and ranchers.

Activities of farmers' clubs and news of farm folk also will be included in the 15-minute program.

New Type Police Broadcast

WIRE, Indianapolis NBC outlet, starts a new type of police broadcast this week when an airing of the "show-up" goes on tomorrow, at 7 o'clock.

Cooperating with local police officials, the program will be handled by two detective lieutenants who will aid in questioning prisoners in regular "show-up" fashion. No staff announcer will be used on the program and no attempt made to provide any sort of continuity. Prisoners will not even know their answers are to be aired and talk will go on air unpurgated.

Unique Job Series

"The Other Man's Job" is the title of an interesting new series of programs starting this week over KDAL, Duluth. The program comprises a series of interviews with persons having unique jobs—at least unique in the area served by KDAL. For the

5,000 W. Transmitter Is Dedicated by KYA

(Continued from Page 1)

station in the California Radio System, which now totals six stations, and KFBK, Sacramento affiliate, broadcast special salutes.

Installation task, involving a \$100,000 investment, was in the hands of Paul Schulz, chief engineer. Plant will operate 5,000 watts daytime and 1,000 nights.

WWL Technical Staff Shifts

New Orleans—J. D. Bloom, Jr., has been appointed chief engineer of WWL, CBS outlet here, with Edward DuTreil as chief transmitter operator and Francis Jacob as chief control room operator, in a three-way change of the technical staff.

pocket. Periodic checkup is expected to bring to light the artists who failed to fill out Social Security cards.

Although the government regards an orchestra leader as the employer of his men, the A. F. of M. is seeking to change the ruling.

first four broadcasts, the interesting personalities lined up by KDAL include a diver, the chief government meteorologist, a man whose business is operating a fish hatchery, and the man who is in charge of operating Duluth's aerial lift bridge. Others equally as interesting are being lined up. The series will continue for several months, once weekly.

"Guess Who?" on WTMJ

Dandy little game being played by WTMJ (Milwaukee) listeners these days. "Guess Who" is the title of the program and it's heard Wednesdays at 3:15 p.m. The trick: Announcer asks a character a series of questions by which listeners try to identify the famed person the character represents. It's like charades. Prizes are given for correct answers. The stunt has whipped up quite a bit of interest, lots of mail.

Sunday Church Hour

WMBH, Joplin, Mo. recently established a church hour on Sunday mornings, 8:15-9:15, for the churches in the communities surrounding the city. Different churches are invited to hold services. The ministers in churches in towns and cities within the primary area have been invited by personal letter to arrange dates for their broadcasts. This program is well received. It is sustaining.

Music Without Words

"Night Dreams," presented over KSL, Salt Lake City, on Fridays at 11:30 p.m. MST by Gene Halliday, is a 15-minute organ music show devoid of announcements. Gene composed his own theme, "Night Song," for the new program, which is already showing a good response.

H. Huff, G. A. Robertson Will Address Texas Meet

(Continued from Page 1)

June 5 at the Texas State Hotel, Houston, it is announced by James R. Curtis, secretary-treasurer. Robertson will talk on "why independent stations don't get more national business".

Senator L. J. Sulak, who introduced a copyright bill in the state legislature, also will speak.

WCKY Orders Transmitter

Cincinnati—New 10 kw. transmitter ordered from RCA by WCKY will be shipped on June 9, L. B. Wilson, president and g.m. of the station, has been advised. New equipment is expected to be in operation by July 1.

RECORDINGS

Productions -:- Transcriptions

Sound Reproductions Corp.

17 West 46th St.
New York City

Telephone
BR 9-8265

HOT TALK IS BARRED; WIP PICKETED BY CIO

(Continued from Page 1)

tinized the script, advising it packed too much fire to be aired, and station cancelled contract. Largest hosiery strike town ever saw is waged by union and radio time was sought to present strikers' side. Union even bought newspaper ads to publicize radio message. Eight pickets in front of building carry signs reading: "WIP is unfair to labor." "WIP won't let labor speak its mind." Marks second time a local station was picketed by labor groups. During longshoreman strike, WCAU was picketed because of unsympathetic remarks made by Boake Carter on his broadcast.

Ben Gimbel, WIP president, had no statement to make.

WOMT in Expansion On Tenth Anniversary

(Continued from Page 1)

manager, formerly with the Central States Broadcasting Co.; Merrill Inch, traffic manager, former Drake University continuity chief; Bill Sears of Milwaukee, news editor; Everett Cobb, special events man from WTAQ, Green Bay, and Announcer Bob Hanson.

Included in the celebration of WOMT's decade of service is a special merchandising and commercial drive that will bring the station a new transmitter, vertical antenna, and remodeled studios.

F. T. C. Promises Action On Music Publisher Code

(Continued from Page 1)

ington comprised John G. Paine, general manager of Ascap; Harry Fox, g.m. of MPPA, Edward B. Marks and Sam Fox. Paine accompanied Fox due to the fact that, as MPPA chairman of the board, he had worked on the code originally.

Sign for NBC Thesaurus

KICA, Clovis, N. M., and KMJ, Fresno, will take the NBC Thesaurus library beginning June 1. WWVA, Wheeling, W. Va., has renewed its contract for the service.

ADOLF SCHMID

Conducting—Orchestration

INSTITUTE OF MUSICAL ART

JUILLIARD SCHOOL OF MUSIC
New York City

THE SONGBIRD OF THE SOUTH

★ ★ ★ ★

KATE
SMITH

A & P BANDWAGON

THURSDAYS

CBS NETWORK 8-9 P.M., E.S.T.

EXCL. MANAGEMENT TED COLLINS

GUEST-ING

LESLIE HOWARD, on Eddie Cantor program, May 30 (CBS, 8:30 p.m.)

WEBER & FIELDS, AL JOLSON and GEORGE JESSEL, on Hollywood Hotel, June 4 (CBS, 9 p.m.)

SIDNEY SKOLSKY, interviewed by Cecil B. DeMille on Lux Radio Theater, May 31 (CBS, 9 p.m.)

MARGARET McCRAE, on Show Boat, May 27 (NBC-Red, 9 p.m.).

KXBY Staff Promotions

Kansas City — Frank Bailey has been made merchandising manager and publicity head at KXBY, succeeding Clair Heyer, resigned, Jim Bannon, who it is announced by Hal Makelim, g.m. recently joined KXBY from KMOX as special events and news announcer, succeeds Bailey as production manager while continuing his other duties.

Earle Bachman, here from New York to spend two weeks working with the KXBY staff, is helping organize a new sales department and arranging auditions for agency reps and advertisers.

Postal Series on WINS

A new 52-week series of broadcasts sponsored by Postal Telegraph starts today over WINS and the N. Y. State Broadcasting System. Series is in three parts, with a typical American family skit, "The Meade Family," being heard Mondays, Tuesdays, Thursdays, Saturdays and Sundays at 6:45-6:50 p.m.; Louis Katzman's orchestra in "Melodigrams," with Emile Renan and Dorothy Kirsten, on Wednesdays, 6:45-7 p.m., and "Forward America," written by Ed Cleland, on Fridays at 6:45-7 p.m.

Jack Benny Laid Up

West Coast Bureau, RADIO DAILY
Los Angeles—Confined to his bed by influenza, resulting from overwork, Jack Benny missed his Sunday night NBC broadcast. Mary Livingstone (Mrs. Benny) also was out of the show and at his bedside. Phil Harris, Don Wilson, Kenny Baker and others of the Benny program, with the assistance of Trudy Wood, carried on Sunday. Benny is expected to be on his feet in time for next Sunday's show.

ONE MINUTE INTERVIEW

E. F. McDONALD JR.

"Television is much farther away than 'just around the corner'. Aside from numerous technical difficulties, no practical way of linking advertising with moving pictures has yet been put into practice, and it is problematical whether the advertiser of the future can successfully link televised programs to his commercial announcements."



● ● ● E. Phillips Oppenheim's "The Amazing Partnership," a serial, was auditioned by A. & P. for a new record series planned....Movie critic Rose Pelswick's appearance on "Movie Pilot" tomorrow night is an audition for a big show with Rose at the helm, a la Parsons, and to be aired via the nets....Phil Silver, former Minsky comedian, is being air-tested this week for an established current spot....If Vincent Travers doesn't appear one night this week at the French Casino, he'll be found in Coney Island showing the sights to his fiancée, Olive Mallett, who sails Friday for Europe to visit the family before becoming Mrs. Johnny One-Note Travers....CJCA, Edmonton, Alberta, presents a one-hour show on Saturday nights especially catering to trappers and prospectors, who are miles away from civilization. Show is called, "Hello the North!"....Harry von Zell's show for Gulf with gueststars, will definitely not feature "freak acts" but legit variety artists.

● ● ● Songwriter Teddy Powell resides above Toots Shorr's "Tavern."....The other night he returned late and as he climbed the steps, weary from a day's toil, he heard melody from his room, both the pounding of his piano and the lusty voices of strangers....Teddy, though shocked at the intrusion upon his domicile, was polite enough to knock and ask if he might enter....Came this through the closed door; "Go away and come back later. We're busy!"....Teddy believed that the voice sounded familiar, so he ventured to open the door....There was Benny Davis and J. Fred Coots, rival songwriters, using Teddy's room and his piano, to play a new song of theirs to an artist—for a plug!

● ● ● Patricia Norman, star of "Hit Parade" and vocalist with Carl Hoff's band at the Biltmore, gets the coveted Eddy Duchin femme spot after skatie-eight hundred auditioned....Walter Fleishman and Harry Davis have been hired to publicize Local 802, Musicians' Union....Willie Farmer, Leon and Eddie maestro, who opens at the Promenade in Radio City's Sunken Gardens shortly, may be aired via CBS or Mutual—from NBC TERRITORY....WBT, Charlotte has three page boys all named "Joe"....KFVS, Cape Girardeau, Mo., recently received a song request from a listener, who stated he had been a dialer to that wave-length for 11 years and this was his first request. His selection was played, following which an announcement was made direct to him, asking the "faithful one" not to wait another 11 years to write in again....WMBH, Joplin, Mo., recently aired a singing pig!....But Doug Grant, program director of WMT, Cedar Rapids, has gone one better and made arrangements to air the arrival of triplets and their mother, the event being due in two weeks. The triplets, as you didn't guess, are baby robins!

● ● ● Spectators are wondering if it could have been "mutiny" on John (WOR) Gambling's part when his first ball struck Donald Flamm, prey of WMCA, at River Vale the other day during the golf tournament!....Ira Hubert of WMCA's sales force, who brought in the lowest card for his team, got himself on the "spot" by so doing....His boss now thinks that Ira goes golfing when he takes an afternoon off to "see that BIG client"....Buddy Clark, playing for Columbia with a friend whose card was in the low 70's, was foiled into passing him off as a CBS man. The guy was a "pro"....Dick Fishell, driving up in the afternoon, stopped on the way to show off the estate purchased by his boss....Bill Weisman was set to rule the entire fracas "unconstitutional".

PROMOTION

KCKN Gives Rotary Look-In

Entertainment provided by the staff of KCKN, Kansas City, Kas., for the weekly Rotary Club meeting resulted in calls from a couple of prospective clients.

The KCKN program was a dramatization of a typical morning in the radio office, with accent on the trials, tribulations, humorous incidents, schedule conflicts, etc., that beset radio management. Station brought in a lot of community interest and closed with the actual routine of preparing and presenting an audition program for a fancied sponsor. Show was nicely gagged and very entertaining.

Later in the day, two local retail store managers called the station asking that the commercial representative come around to discuss programs.

Before the show was put on, Manager Ellis Atteberry of KCKN talked to the Rotarians about radio.

WHOM Exploitation Stunt

WHOM staged a unique advertising campaign for the Le Winter's Radio Stores of Brooklyn on Saturday. The Farfariello-Gardenia-Amato Theater Troupe, stars on the daily Le Winter's Radio Stores programs heard over WHOM, were appearing in a gala variety bill at the Academy of Music in Brooklyn on Sunday, so Le Winter's donated two radios to be given to the holders of lucky numbers distributed by the tens-of-thousands from a plan flying over Brooklyn and vicinity Saturday afternoon. Vincenzo Gardenia, juvenile star of the company, was in the plane.

Air Tour of KDAL Studios

As a "get acquainted" gesture, KDAL, Duluth, recently took its listeners on an "air tour" of its studios. An extension mike was used to tour the entire business offices, studios, announcers' booth, control room and press-room. The staff members were caught at work at their various jobs and gave "minute interviews" explaining their functions.

WSGN Production Manager

Birmingham—T. O. White, widely known advertising and merchandising man of this city, was recently appointed production manager of WSGN, the Birmingham News & Age-Herald station.

Henry P. Johnston, director, has inaugurated a complete merchandising and service department at WSGN, modeled after those operated by the largest stations in the country.

6th Year for "Witch's Tale"

"Witch's Tale," WOR dramatic show, celebrates its sixth anniversary on the air this Thursday. Alonzo Deen Cole, actor and writer, and his wife Marie O'Flynn, are the only members of the original production still with it. Others now in the cast include Mark Smith, Tom Hoyer, Alan Devitt, Ethel Intropidi and Miriam Wolff.

WITH THE ★ WOMEN ★

By ADELE ALLERHAND

MMARGARET WHITEMAN, according to some, may be Maestro Paul's new manager....It seems she now signs his checks intended for the trade....He and Elsa Maxwell of party-throwing fame produced something extra-special in the way of a test recording for the new Vitalis program....Maryllin Miller, who hails from down Baltimore-way, to do her first RKO flicker on location at Annapolis this week...."Hammerstein Music Hall" will have her as co-guest with Alfred (Babes in Arms) Drake tonight....Famille Draper going mike-conscious these days, with son Paul scheduled to deliver a tap dance of symphonic music on Sunday's "Magic Key" and Muriel taking over Margery Wilson's spot on "It's a Woman's World" on June 8, in lieu of the sophisticated program originally planned for her....Midge Smith, Eve Love's tutelary deity of the typewriter, is Texas and Zeke Canova-bound....Peggy Wood offers her dramatic, vocal and scrivener talents on a new program over the NBC-Blue network on Wednesdays and Fridays, 2:45-3....Helen Myers, Oklahoma City Junior Leaguer, debuts tonight at the Rainbow Room and the Grill, to be aired with Emery Deutsch....The Myers lass plays the piano and sings.

▼ ▼
Martha Dulin, WBT hostess, earned local plaudits as the lead in the Charlotte Little Theater presentation of "Biography"....with Reginald Allen, WBT announcer, and Forney Rankin of the WBT Farm Program both assisting....Marie Mitchell, KSL's P.B.X. operator, subbed for a gal with a bad memory on just two minutes' notice and won a figurative but fragrant laurel wreath....Marguerite Brill, Pittsburgh's harp-playing social-registerite, contracted to NBC, is scheduled for dramatic auditions....La Brill and her harp, sighted posing for the NBC photographic department, are both photogenic in the degree superlative.

MRS. MARTIN JOHNSON

EXCLUSIVE MANAGEMENT
CLARK H. GETTS, INC.
WALDORF-ASTORIA



"THERE WAS A WOMAN"

Sustaining

WJZ—NBC-Blue Network, Saturdays, 8-8:30 p.m.

INTERESTING DRAMATIZED HISTORICAL EPISODES ABOUT FAMOUS WOMEN.

Originating from NBC's Chicago studios and authored by John M. Young with the research assistance of Bessie Boynton, this promises to be an interesting series. Initial presentation, which was acted by an excellent cast, dealt with Peggy Shippen Arnold, the loyal wife of Benedict Arnold, and traced her career from the time she married the older Arnold despite objections from her father to her death in England where she still held to the belief that Arnold had tried to act for the best.

Templeton Fox as Peggy Arnold, Phil Lord in the role of Peggy Shippen's father and Bob Griffin as Arnold gave distinguished performances.

"Lenox Avenue"

Highlight of "Everybody's Music" program last Sunday on WABC-CBS Network, 3-4 p.m., was the world premiere of "Lenox Avenue," first of the compositions in the Columbia Composers' Commission series. Authored by William Grant Still, the new work is a "musical essay" in 11 scenes dealing with Negro life in Harlem. After a brief introduction by Henry M. Neely, the regular commentator of the "Everybody's Music" program, Juano Hernandez, took over as narrator, a role which is an integral part of the new musical composition.

Through the medium of a little talk and much music, which was in a symphonic jazz vein with emphasis on the symphonic, the Still work depicted Harlem scenes embracing a little flirtation, a fight when the husband of the flighty wife comes along, boy dancers in the street, a drunk, church worship, a rent party and other incidents of joy and sadness, all making for an interesting piece of musical entertainment. Though somewhat mild in a descriptive and interpretative way, it had plenty of rhythmic quality. Continuity was written by Barlow Arvey.

Howard Varona, conducting the orchestra, did the new musical work full justice. Other items on the program were Rossini's "Italians in Algiers" and Mendelssohn's "Midsummer Night's Dream" nocturne.

Sunday Night Party

The former Sealtest Saturday Night Party became the Sunday night party this week over WEA-F-NBC-Red Network, 10-11 p.m., with James Melton continuing as emcee, Jane Pickens as feminine vocalist, Donald Dickson for additional singing, Tom Howard and George Shelton in their

usual comedy, and Jimmy Durante and Sibyl Jason as guest stars. It was a pretty good show on the whole, although Durante wasn't near as funny as on his former radio appearances when he had better material, and little Miss Jason wasn't audible enough to register fully. The singing end of the show was okay, and Dolan's orchestra did good duty.

"The Scene Changes"

One of those all too rare programs without a lot of blare and needless talk made its appearance Saturday at 8:30-9 p.m. on WJZ-NBC Blue Network, with San Francisco as point of origin. It was a sort of musical voyage embracing a variety of changes of scene—mood, tempo and type, musically speaking—the various changes taking place gracefully without a lot of jarring gag-line introductions by the announcer. Vocal work was judiciously interspersed. Effect of the whole was pleasurable, soothing and a great relief from the general run of musical programs. Ernest Gill's orchestra, Jeane Cowan, Zarova, the Three Cheers and an Argentine trio were the talent.

Colonel Jack Major

One of the most genial half-hours of an afternoon, or even of an evening, is provided by Colonel Jack Major over WABC-CBS network on Mondays at 3-3:30 p.m. His brand of Kentucky humor has individuality and originality that is well away from the routine Joe Miller stuff found on most variety shows. And his "whopper" yarns are humdingers. Among current sustainings, he is one of the best candidates for sponsorship.

Quiz Congestion

A congestion of question and answer programs has come about on Saturday evening. At 7:30 to 8 o'clock on that night, while Uncle Jim and his Question Bee are holding forth on WJZ-NBC Blue Network, the Answer Man is bucking him over WOR. And at 8 p.m. when these two get through, Professor Quiz and Arthur Godfrey start in with their ace ask-me program over WABC-CBS Network.

Clyde Barrie

A fine baritone voice is displayed by Clyde Barrie, young Negro vocalist, in his series of WABC-CBS Net-

★ F. C. C. ★ ACTIVITIES

APPLICATIONS DENIED

Cadillac Broadcasting Co., Detroit. CP for new station. 1140 kc., 500 watts, daytime.
Bay County Publishers, Inc., Panama City, Fla. CP for new station. 1420 kc., 100 watts, unlimited.
W. H. Marolf, Escanaba, Mich. CP for new station. 1500 kc., 100 watts, unlimited.
Escanaba Daily Press Co., Escanaba. CP for new station. 1500 kc., 100 watts, daytime.
WNRI, Newport, R. I. Mod. of CP. 1200 kc., 100 watts, 250 watts LS., unlimited.
E. Anthony Sons, Inc., Pawtucket, R. I. CP for new station. 1200 kc., 100 watts, 250 watts LS., unlimited.
KWBG, Hutchinson, Kan. CP to make changes in equipment, antenna, move transmitter, increase power and change frequency.
KFPM, Greenville, Tex. CP to change frequency, increase power, change hours of operation, make changes in equipment and move transmitter.

APPLICATIONS GRANTED

WMBD, Peoria, Ill. CP to install new transmitter and increase power to 1 KW. night, 5 KW. day.
KGGC, San Francisco. Mod. of license to change hours of operation to unlimited. 1470 kc., 100 watts.
Hunt Broadcasting Assn., Greenville, Tex. CP for new station. 1200 kc., 100 watts, daytime.
WAAB, Boston. Mod. of license to increase day power to 1 KW 1410 kc., 500 watts night, unlimited.
WHTT, Hartford, Conn. Mod. of CP for change in hours of operation to unlimited. 1200 kc., 100 watts.
EXAMINERS' RECOMMENDATIONS
Frank M. Stearns, Washington. CP for new station. 1200 kc., 250 watts, daytime, be granted.

work spots. Nice tone and flexibility, plus a good feel for the better type of music, are among Barrie's singing assets.

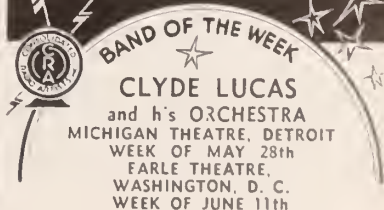
"Study in American History"

CBS lost no time in putting on a broadcast in connection with the demise of John D. Rockefeller, Sr., this special program being heard Sunday at 10:30-11 p.m. Highlights of the past century and especially that period of great American business progress which ushered in the Vanderbilts, Morgans, Goulds, et al, were brought out in dramatic fashion with appropriate incidental music. Earlier in the afternoon CBS also put on a commentator who highlighted the career of the oil tycoon. Evening program brought out the important incidents in Rockefeller's life, including his early jobs down to his philanthropic donations.

CONSOLIDATED RADIO ARTISTS, INC.

30 Rockefeller Plaza, N. Y. CO 5-3580
CLEVELAND • CHICAGO • DALLAS • HOLLYWOOD

America's Leading Radio
and Dance Orchestras



CLYDE LUCAS

and his ORCHESTRA
MICHIGAN THEATRE, DETROIT
WEEK OF MAY 28th
FARLE THEATRE,
WASHINGTON, D. C.
WEEK OF JUNE 11th

Donald Peterson

PRODUCING

JUNIOR G-MEN of AMERICA

WOR—6:30 P.M.

M.W.F.

Philadelphia

ROSAMUND MARGARET ROSENBAUM, daughter of Samuel R. Rosenbaum, WFIL president will be married on May 25 to Lewis Adams Riley, Jr., of Mexico City.

Charlie Borelli, former director of Italian programs over WDAS, is pinch-hitting for Michael Fiorello on the WPEN-WRAX foreign language shows. Fiorello is in Jefferson Hospital.

Carlisle and London, female rhythmic piano duo over KYW, have been given a regular weekly spot on Wednesdays. They will accompany the popular balladings of Bon Bon, more frequently heard with the KYW-NBC Top Hatters orchestra.

Ben Greenblatt, KYW piano rambler, insists on playing on his own piano whenever he is on concert tour. The result is that the instrument already has crossed the Atlantic four times in addition to its jaunts to almost every state in the country.

Jean Rogers, the "voice of Hollywood" on KYW, is preparing for her annual trip to the coast movie colony to garner first-hand information about the stars.

Max E. Freedman, WPEN-WRAX announcer, is back at his post after a prolonged illness.

Sophie S. Goldsmith is adapting the Howard Pyle Wonderclock stories for a new kiddie program over WIP.

Sandy Guyer, WIP ace announcer, is paraphrasing the question-answer craze with a thrice weekly shot of his own called "What Do You Know?" Tie-in was made with the Carman Theater, supplying free movie ducats for the best question senders and answerers.

WIP has rounded up the staff talent for a new summer program, "Quakertown Varieties." Soloists include Allan Kearney, Frances Cooper, Charles Hogg, Grace and Sam Conrad, Carl Tanberg, announcer Howard Jones and Clarence Fuhman's studio orchestra.

Ray Fitzgerald, WDAS vocalist, off to Narragansett Pier, R. I., for the summer.

Laura Morgan Button, the Vogue Model School directress, launching her "It's Fun to be Charming" air show over WIP.

The Sleepy Hollow Boys leave their commercial shows over WCAU for a vaudeville tour. Pickard Family will fill in.

WCAU staff members are talking up a fishing trip on Boake Carter's yacht sometime in June.

Ed Krug, WCAU announcer handling the Boake Carter broadcasts, was confined to his home with a recurrence of throat trouble.

Joan Wallace, soprano, is the newest addition to the WDAS artists staff.

Lee Frank, WFIL dramatists, attending the stage and screen conclave in New York this week.

☆ Coast-to-Coast ☆

MRS. IONE QUINBY GRIGGS herself is the conductor of the "Tell Mrs. Griggs" program on WTMJ, Milwaukee. The program is in connection with the column run by Mrs. Griggs in the Green Sheet, Milwaukee Journal. Heart and domestic problems are discussed in both the paper and on the air.

Earle J. Gluck, president and general Manager of WSOC, Charlotte, N. C., is also very active in Naval Reserve work. Lieut. Gluck is Naval Communication Reserve Commander for the 6th Naval District, and has been appointed a member of the new Naval Reserve Policy Board which is meeting this week at the Navy Yard in Charleston, S. C. It was to serve on this board that Lieut. Gluck left Charlotte, a few days ago, to return Monday. The station's head was accompanied by Mrs. Gluck and by Dick Faulkner, WSOC announcer, and his wife, Georgia Orwig.

Ruth Rettig, secretary at WHIO, Dayton, O., left last Saturday on a TWA plane for a week's vacation with her relatives in Kansas City. She also plans to return via the airlines.

KLZ, Denver, notes.....Norman Sorenson is subbing for Les Weelans, musical director, who is vacationing.....Captain Ozie Waters and his Colorado Rangers are making personal appearances at Civic theaters.....T. A. McClelland, chief engineer, whose daughters just recently recovered from scarlet fever, is now in the hospital himself with pneumonia....Mark Hansen is narrating a new program on child rearing, with scripts by Parents' Magazine.

Powder River Jack Lee and wife Kitty, pioneer performers over KSL, Salt Lake City, back in 1922, made a return appearance last week.

Announcers Earl Rodell and Benny Craig and Chief of Staff Frank Hennessey, combine their efforts on the Early Risers' Club at KLRA, Little Rock, Ark. Informality and eye-opening swing music are the keynotes of the program, which has a widespread mail-pull.

Airing from WRGA, Georgia, originating in a Masonic Lodge is not exactly the first broadcast from such origin, according to H. Y. Higgs, CBS engineer. Higgs recalls that he handled one for William Jennings Bryan from the St. Cecile Lodge in New York back in 1924, through WJZ, when it was a lone (RCA) wolf on 42nd street.

Jim Eberle and Victor Linfood of the special events department of WWJ, Detroit, did a swell job of covering the recent colorful tulip festival at Holland, Mich. They gave lis-

teners a bit of old Netherlands celebrating in midwest America.

Dutch Reagan, who quit WHO to accept a Warner Bros. film contract, is making the trip from Des Moines to Hollywood by car. Bill Brown is the new WHO sports announcer.

Earl Rodell, newest addition to the announcing staff at KLRA, Little Rock, Ark., was formerly with KMOX.

Margie Ann Knapp, WHN's new 12-year-old singing discovery from the midwest, will appear in the Annual Commencement Exercises of the Professional Children's School on Friday morning at the Empire Theater.

Phil Cook, whose Almanac is heard at 8-9 a.m. over WABC-CBS, plans to give his June 5 show from one of the CBS playhouses, provided enough fans write in expressing a desire to attend.

Ray McGrath, who gives dramatic readings with organ background at WELI, New Haven, has done everything from Shakespeare to original scripts. He also is a regular member of the "First Offender" cast.

Milton Brandl is handling the Early Riser's program over WISN, Milwaukee, since Neil Searles became program manager in addition to other announcing duties.

Peter MacArthur, producer of the Iowa Barn Dance Frolic over WHO, Des Moines, is doing nicely following an operation Friday for a foot infection.

Ralph Edwards is announcing the WABC-CBS Sunday morning Horn & Hardart Children's Hour, Paul Douglas having taken a vacation.

Glenn Shaw, skipper of "The Night Boat" over KLS, Salt Lake City, goes on vacation after the May 29 airing.

The alert commercial staff of Arkansas Broadcasting Co., Little Rock, sought out two young and handsome "fast talkers" in the persons of John (Parson) Shacklett, formerly with WLAC, and Bill Barnes. They are with KLRA and KGH, respectively.

The Four Modernaires, heard over NBC and CBS networks, are now at WLW, Cincinnati. The group includes Bill Conway, Harold Dickinson, Ralph Brewster and Charles Goldstein.

Foster Rucker, production manager for KFOX, Long Beach, Cal., is taking another fling at an old love—legitimate drama. Fos returned to the boards he has not trod for some weeks, to do the lead in "Accent on

San Francisco

GENE TABOR, former Oakland KYA announcer, has headed for Los Angeles.

KYA's Station Manager Bob Roberts played host at a dinner for the staff and press Friday night in celebration of the station's new transmitter.

Ken Burkhardt back in radio after several months as special features announcer on KLS, Oakland. Last worked for KROW, Oakland—before that with KLS.

Al Cormack, CBS west coast traffic chief, visiting KSFO in San Francisco while he's up here to see his family over the week-end.

KFRC, key Don Lee-Mutual net station, is first Pacific Coast air plant to put its technical staff on a 40-hour week. Lewis Allen Weiss, general manager of system, has signed a five-year pact with KFRC technicians. Negotiations were amicable.

Tom Brennan returns here from Hollywood to broadcast the Golden Gate Bridge opening ceremonies for CBS (KFOS). Networks will use planes as "overhead" coverage.

Carl Schuknecht is the new NBC field engineer for this district.

Youth" for the Long Beach Players Guild, local Little Theater considered by Hollywood as one of the best directed and talented groups in Southern California.

WSOC's "Pack Transmitter" and mobile unit have been on the "go" for the past week. A week ago, one of Charlotte's many beauty spots, the Rose Garden in Independence Park, was crowned in all its glory. When Charlotte's new Municipal Airport was officially opened with the landing of an Eastern Airlines Plane, the WSOCites were on hand to pick up the attendant ceremonies.

Buster King and Jimmy DePlacito, "The Romany Romancers", are now being sponsored over WELI, New Haven, by Quality Furniture Shop and Vellonos Jewelry Store.

The greatest array of golf stars ever to face any single microphone simultaneously participated in a "March of Champions" skit over WOKO, Albany, during the recent Northeastern New York Golf Association carnival. The CBS station gave its listeners Bobby Jones, John G. Jackson, president of the United States Golf Association; George R. Jacobus, president of the National PGA; Tony Manero, Danny Shute, John W. Fischer, Lawson Little, Harry Cooper, Horton Smith, Jim Thompson, Tom Creavy, Marjorie Harrison and Virginia Guilfoil. Harold E. Smith, general manager of WOKO, Inc., engineered the broadcast through cooperation of The Knickerbocker Press, sponsors of the carnival.



EDWARD W. BUCKALEW, who has been account executive for Barnes Chase Agency (handling White King Soap, etc), has been appointed sales promotion manager for KNX and Columbia Pacific net. Buckalew was also formerly with the Doremus & Co. agency, as manager. His coming adds to the promotion force, which already has George McCaughna in the Los Angeles office and Bob Reichenback in San Francisco.

Elza Schallert will have three tops from "Turn Off the Moon" cast on her Friday interview — Fanchon, John Downs and Eleanore Whitney.

Auto Lite Co., Los Angeles distributors of ignition systems, recording series of minute announcements at Associated Cinema. Shattuck and Ettinger agency for account.

Ken Murray's Campbell program over CBS moving from 8:30 p.m. PST start to 7:30, to take it out of clash with Fred Allen's show.

C. P. MacGregor company set in Harry Owens ork disks for a 15-minute daily KEHE program for Best Furs (H. J. Newman agency).

General Broadcasting System, Cleveland disk firm, has opened Hollywood division, with Donald C. Jones here to complete arrangements. Offices in Associated Cinema Bldg.

Samaritan Institute, recording quarter hour disk series, "The Old Judge," for southwest placement through Howard Esary, account exec of Allied Advertising Agencies.

KSL, Salt Lake, has taken 312 episodes of the C. P. MacGregor serial, "House of Peter MacGregor," for Loganknit sponsorship.

Dr. Henry J. Reynolds, retired Chicago physician, is having Associated Cinema disk his own piano and song compositions.

Benny Goodman understood to be booked in to succeed the Oakie show for Camels for the summer.

Fred Hart, manager of KGMB, Honolulu, and L. B. West, station's San Francisco office, here in conference with Columbia execs.

Myron Roth is being looked upon as a hero by the staff of William Morris Agency. Late at night, last week end, Roth was at work at his desk, saw a prowler sneak in and demanded to know what he wanted. Prowler made a sock at Roth—and Roth outmatched him, held him for the police, who lodged the intruder in the Bev Hills jail.

Bob Struble, formerly on the KFSO staff, has joined CBS production unit.

A. S. Kirkeby, president of Kirkeby Hotel Co., operating the Drake hotel, Chicago, has been spending a week looking at Hollywood talent. Through Thomas Lee Artists Bureau, he has booked the Three Radio Rogues and Kathryn Miller for the Silver Forest Room, starting June 18.

ORCHESTRAS - MUSIC

LEO REISMAN, who has an original and unplayed work by Charles Martin Leffler, entitled "Clown Intermezzo", is presenting the mss. to the Division of Music of the Library of Congress for permanent exhibition. Oliver Strunk, librarian, is particularly interested in adding the mss. to the government's collection.

Jimmy Bittick's ork is the newest Orange Network remote, now featured at the Cafe de Paree in Los Angeles. Marjorie Lewis is the vocalist of the outfit.

Roger Wessman's ork deserts the airwaves temporarily to return to WBNC June 17 for an 8-8:30 p.m. spot. In the interim the melody-making aggregation expect to play engagements all over the state of Connecticut. The Wessman outfit, assisted by Jeannette Plante, the Berlin, Conn., savings bank employee, have made several distinctive recordings.

Hugo Mariani and his ork at the French Casino, New York, have had their contract extended until June 6. The Four Casino Boys open there tomorrow.

The Original Dixieland Jazz Band has been set by CRA for a guest appearance on the Ben Bernie show June 8.

Harold Stern and his boys follow Clyde McCoy at the Hotel Peabody, Memphis, opening June 23. McCoy moves on to the Graystone Ballroom, Detroit for an extended engagement.

Batonist Jolly Coburn and his musical outfit begin an engagement at the Claremont Inn tomorrow. This

Occidental College, for having the best male chorus, and KNX, for doing the best job of producing, have been awarded plaques by the Sperry Flour Co. after a Pacific Coast network series featuring Coast college choral groups. Art Gilmore produced the KNX program.

Fox Publishing Co. is to publish sheet music editions of the Lum and Abner theme song, "Eleanor."

KMTR will have Rudy Cornell and microphone in the lobby of the Biltmore hotel to cover "Idiot's Delight" premiere.

Walter McCreery, Allied Advertising Agencies, just back from San Francisco where he spent two weeks in the branch that opened in January, working out expansion program which will add several men to the staff. Also arranged to sponsor S. F. Six-Day Bike races for Bireley's Orange Ade.

Tony D'Orazi, radio's "cartoon man," will be piped to Mutual Don Lee out of San Diego, starting next week, with a weekly 15-minute drawing class (half comedy, half serious).

Tom Sawyer adaptation to the air will finish May 28, Carroll O'Meara

marks Coburn's first local appearance since he left the Claremont last fall and it is expected he'll again have a network wire.

The King's Jesters and H. R. H. Marjorie Whitney, have had their contract renewed for the fourth successive time at the Hotel La Salle, Chicago. Renewal is for 4 weeks, effective June 4.

Maestro Don Ferdi and ork conclude their WJZ-WICC broadcasts at the Stratfield Hotel, Saturday.

Baron Elliott's orchestra will be featured in KDKA's first program from West View Park Wednesday. Elliott will have an evening spot on the Pittsburgh station Mondays and afternoon and evening programs on the other 5 week-days.

Alfred Wallenstein on his "Symphonic Strings" program offers four selections over WOR on Saturday, all of which are first performances. "Suite for Strings" by Purcell, and "Toccata" by Tresscobaldi, will have their first radio performances in this country. The other two, "Pagina Romantica" by Martinez and "Quartette for String Orchestra" by Marshall, will be heard for the first time anywhere.

Jackie Coogan makes his debut as band leader next month, with engagements at Sacramento, Cal., June 12, and Monteca, Cal., June 19, already set. Deal was put through by Charles E. Green, president of CRA, with Fanchon & Marco in Hollywood.

The Southern Gentlemen Orchestra, under the baton of Grady Mullins, is scheduled to desert the WDNC airlines May 28, to go into the Pittsburgh Pines for the summer.

having gone agency and taken a spot with Young & Rubicam.

Dave Carter, CBS publicity, arranging for a coast-to-coast salute to the Pacific Fleet as it steams into San Francisco harbor on May 28. Fred Waring will be piped in from Warner Bros. studio, where he is making his picture, and ten minutes will be taken shortwave from a plane.

Jimmy Dorsey's ork will go on KHJ, seven night a week, during his Pan Pacific Ballroom engagement. Ballroom using two dance bands, Dorsey's and Earl Hines.

James Eakin takes head of Don Lee sound effects department, succeeding Gene Cone. Gilbert Doud added to staff as Eakin's assistant.

Ann Cook, Home Economics expert, starts a new general house-keeping program today on KECA. Title, "How to be Better Off a Year from Today." Not sponsored at start, but to be sponsored.

KMTR inaugurating a new morning 15 minute program, dedicated to the theaters, and non-commercial, in which studio gives tips on shows to see, places to go. Rudy Cornell does it.



NORMAN W. GREGG, publicity director of the Chicago office of Erwin, Wasey & Co. for the past 10 years, has resigned to establish a publicity organization under his own name.

Newest additions to cast of Sunrise Frolic for Drug Trades on WJJD are Jenny Casper, mountain yodeler; Buck Glosson and Mac Macadore; Dan Webster, vocalist. Others with the show for sometime are Uncle Irvin Viktor, Sunrise Frolickers quartet and Harry Zimmerman, organist.

Toby and Susie (Neil and Caroline Schaffner) are leaving National Barn Dance after May 29 to start touring with their own stock company.

WWVA Adds Disking Equip't

Wheeling, W. Va. — Recording equipment has been installed by WWVA, and it is planned to disk important broadcasts and to use the equipment as a check on general production of the station. Transcribing of "It's Wheeling Steel", recorded off the air in Pittsburgh for several months, will be taken over immediately by the station transcription department.

Plans Summer Campaign

Staples & Staples, Inc., advertising agency, has been appointed by Doelger's Rumson Inn, Oceanic Bridge, Rumson, N. J., to handle summer advertising promotion. A radio campaign is planned, using spots on local stations in New York and New Jersey.

Vivian Brown Back on Job

Vivian Brown of the WHN publicity department has returned to her desk after a week's absence due to the grippe.

Pope's Speech on CBS

CBS will broadcast the address by Pope Pius at the opening of the Vatican Science Building in Rome, May 31, at 1-1:15 p.m.

SEATTLE

Movie reviews of Tom Herbert have been moved from KRFC to KXA for weekly broadcasts.

As a means of rounding up old ranges for new, the Round-Up Cowboys are a feature of KJR for the Seattle Gas Co. with entertainment following Lum 'n' Abner Tuesdays.

"Cowboy Joe" Poore, ranked high by dialers over KOMO, is a native Alabaman, coming to the Coast when 16 years old.

KRSC has launched a fishing sportcase with Ted Van Thiel angling mentor telling each Friday where week-end angler may go to catch the big ones.

WMCA *leads again!*

ROSS FEDERAL SURVEY SHOWS

31.69% of New York Afternoon Audience
listen to WMCA, as against following per-
centages on other Metropolitan stations . . .

WMCA	31.69%
STATION No. 2	18.03%
STATION No. 3	14.42%
STATION No. 4	12.33%
STATION No. 5	11.01%
All Other Stations	12.52%

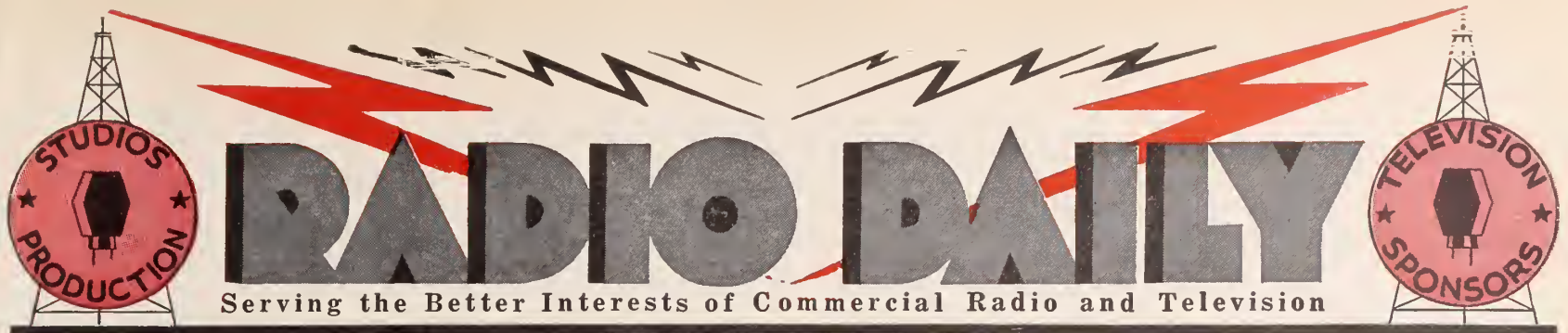
This listener study was made in connection with the daily 3-hour Sports-Variety show, GRANDSTAND AND BANDSTAND, sponsored by WHEATIES. Survey was conducted over three-day period with total of 5650 telephone calls distributed between hours of 2:30 and 5:30 P.M.

Frankly, this percentage was a bit higher than we anticipated ourselves, but it proves what we have maintained:

1. That a good radio program will always attract a sizeable audience.
2. That WMCA knows and presents the type of program that appeals to the New York listener.

May we remind you . . .

**THIS IS "NEW YORK'S OWN STATION
AT THE TOP OF THE DIAL"**



VOL. 1, NO. 76

NEW YORK, N. Y., WEDNESDAY, MAY 26, 1937

FIVE CENTS

WHN Case to Labor Board

JELL-O SUMMER SHOW STARTING ON JULY 4

Headed by Jane Froman and her husband, Don Ross, the Jell-O summer show will have its first airing July 4 over the NBC-Red network at 7 p.m. Program will continue for three months, airing from New York, while Jack Benny and Mary Livingstone take a vacation.

Thomas G. Sabin Opens Radio Adv'g Service

Thomas G. Sabin, at one time New England sales manager and service manager of the eastern division for NBC, has set up offices at 30 Rockefeller Plaza to conduct a radio advertising and consultant service, cooperating with established advertising agencies in the development of radio business.

Sabin has been in radio for nearly 14 years as writer, performer, organizer and executive. He was one of the first to recognize the importance of recordings.

WBS Starts Disking New Chevrolet Series

World Broadcasting System is now recording the new series of Chevrolet disks which will be placed on 355 stations beginning the week of June 7.

Gustave Haenschen and his orchestra is being featured in the absence of Rubinoff, who is in Hollywood.

Edward Race, tenor, has been signed to make a group of disks in the WBS Chevrolet series. Race will cut the first set in June. Deal

(Continued on Page 3)

Another Ascaph Bill

Advices received here are to the effect that Michigan has joined the states introducing so-called anti-Ascaph measures. This makes the 17th state to introduce or pass such measures. In three states similar bills have already been passed by the legislatures. On Monday the Ascaph appeal will come up in Tacoma, Wash.

CIO Talk Via WCOP

Boston—WCOP stepped into the local CIO-radio picture and made the pick-up of the speech by John L. Lewis, head of the Committee for Industrial Organization, from Lawrence. It fed the program to WORC, Worcester; WPRO, Providence, and WSPR, Springfield.

Contracts originally signed with the CIO and the Colonial Network were cancelled when station insisted on an announcement of its CIO stand before and after the broadcast.

JACK LAVIN RESIGNS AS WHITEMAN MANAGER

Jack Lavin, for the past seven years personal representative of Paul Whiteman, has resigned, with the tentative intention of later going into the artist management and rep business for himself. Resignation has been hanging fire for several months, Lavin seeking to take a vacation for the first time in several years.

According to present plans, he will

(Continued on Page 8)

Recording Musicals For Allis-Chalmers

Allis-Chalmers Mfg. Co., Milwaukee (all-crop harvester), is transcribing a series of quarter-hour musical programs at the WBS studios in Chicago for placement on 60 stations across the country. Sponsor had a similar campaign last season which proved very successful. Bert S. Gittins, Milwaukee, is the agency.

ARTA Files Complaint Charging Station With Attempting to Form a Company Union Contrary to Wagner Act

TWO 50,000-WATTS PLANNED IN CANADA

Montreal—Canadian Broadcasting Corp. has decided to build two 50,000-watt stations, one at Vercheres, Quebec, about 12 miles from here, and the other at Hornby, Ont., about 35 miles from Toronto. Construction is to start next month, with operation expected to begin in October. Each station will cost about \$300,000 and will have a 600-ft. radiating tower, with individual type transmitter, according to Dr. Augustin Frigon, assistant general manager.

L. W. Brockingham, chairman of the CBC board of governors, said it is the intention of the corporation to construct and control all high-powered broadcasting stations in Canada. They will recommend to

(Continued on Page 8)

50 Per Cent ET Split Would Suit Songwriters

At the conference yesterday between the songwriter and the publisher committee, seeking an amicable solution to the writers' demands for all electrical transcription and motion picture synchronization license fees, it developed that the writers would agree to a 50 per cent split of all moneys so received by the publishers, on works published after June 1.

While this is a concession granted

(Continued on Page 3)

Reports that the American Radio Telegraphists Ass'n, CIO union, had filed a formal complaint with the National Labor Relations Board claiming WHN was attempting to form a company union in violation of the Wagner Act were confirmed last night by Mrs. Elinore Herrick, regional director of the board. Mrs. Herrick also said that the ARTA had filed a petition of an election at WHN to determine who should be the sole bargaining agent for WHN employees. Case is now pending be-

(Continued on Page 3)

"PROF. QUIZ" PROGRAM ADDING SIX STATIONS

Nash-Kelvinator Corp., Detroit (refrigerators) on June 5 will add six stations (WADC, WNAX, WHIO, WIBX, KSCJ and KTUL) to its "Prof. Quiz" program on CBS, Saturdays, 8-8:30 p.m. Also on June 5 the program will inaugurate a repeat broadcast for mountain and Pacific coast stations, 12 midnight to 12:30 a.m. Geyer, Cornell & Newell Inc. is the agency.

N. W. Ayer Agency Signs Elsa Maxwell for Show

Elsa Maxwell, society favorite, has been signed by N. W. Ayer & Son. Although the agency has a client set, Miss Maxwell will be but part of a proposed show scheduled for early next season.

Tigers-Yankee Game in N. Y. Sneaked to Detroit by WJBK

Old Gold Air Program Again Being Rumored

Following the completion of the P. Lorillard Co. (Old Gold) contest, reports to the effect that the cigaret firm will return to the air are once

(Continued on Page 3)

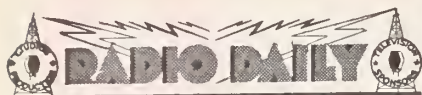
Detroit—WJBK yesterday scored a big scoop over all competition when it broadcast a play-by-play description of the Tigers-Yankee baseball game played in New York.

This marked the first time a New

(Continued on Page 3)

Renew Edwin C. Hill

American Tobacco Co. (Lucky Strikes), which recently started Edwin C. Hill in a series of daytime programs on 89 CBS stations, Mondays through Fridays, 12:15-12:30 p.m., with repeat at 2:30 p.m., has signed a 13-week renewal of the series, effective July 4. Lord & Thomas has the account.



(Registered U.S. Patent Office)

Vol. 1, No. 76 Wed., May 26, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicote, President and Publisher; Donald M. Merseu, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicote, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk and Verne Bailey, 6425 Hollywood Blvd. Phone Granite 6607. Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

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FINANCIAL

(Tuesday, May 25)

NEW YORK STOCK MARKET

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	169	168	168	—
Crosley Radio	22	22	22	— 1/4
Gen. Electric	54 1/2	53 3/4	53 3/4	— 1/4
North American	25 3/8	24 3/8	25 1/8	— 1/2
RCA Common	9 3/8	9	9	— 3/8
RCA First Pfd.	69 3/4	68 1/2	69 1/2	+ 3/8
RCA \$5 Pfd. B.	(76 Bid)			
Stewart Warner	19 1/4	18 3/4	19	+ 1/4
Zenith Radio	33 3/4	32 3/4	32 3/4	— 1/4

NEW YORK CURB EXCHANGE

Hazeltine Corp.	3	3	3	— 3/8
Majestic	2 1/8	2 1/8	2 1/8	+ 1/8
Nat. Union Radio	2 1/8	2 1/8	2 1/8	+ 1/8

OVER THE COUNTER

CBS A	54 1/4	56 1/4
CBS B	53 1/2	55 1/4
Stromberg Carlson	14 1/4	15 1/4

Toilet Goods Ass'n Meet

Second annual convention of the Toilet Goods Ass'n Inc. got under way at the Hotel Biltmore yesterday with Lee Bristol, vice-president of Bristol-Myers Co., as the principal speaker.

Tomorrow at 1:30-2 p.m., WINS and the Yankee network will broadcast a special program of interest to all members of the association.

Holsten in New Agency Post

Richard Holsten, formerly vice-president of Cramer Tobias Co., has assumed his duties as an account executive with the Sterling Advertising Agency. Holsten, following his resignation from Tobias, spent an extended vacation on the continent visiting Paris and London.

NBC \$12,000 Blowout for Whiteman Stunt

NBC will blow a possible \$12,000 roll on special Paul Whiteman exploitation on June 19, when the maestro will be heard in a one-hour concert on the networks, the show to be recorded and a cocktail party arranged in connection with the program.

Plans call for huge orchestra of full symphony strength or more, tentative figures ranging to 120 men. Show will require at least five rehearsals and may be sold to potential sponsors as a super road attraction in connection with broadcasts.

Bermuda Clipper Debut Being Broadcast by NBC

When the Pan-America "Bermuda Clipper" and the Imperial Airways "Cavalier" start their first passenger carrying trips to and from Bermuda, about June 3, NBC will have a crew aboard to carry out two-way broadcasts from the ships. Broadcasts will be heard in this country exclusively over the NBC networks and in British Isles through the BBC.

Felix Greene, BBC representative here, and A. R. Thompson, NBC engineer will be in the "Cavalier" when it leaves Bermuda. Louis Sturgell, NBC engineer, with an unselected announcer will be in the "Bermuda Clipper" when it takes off from Port Washington. Two-way conversations will be carried on at the take-off of each ship, as the ships pass over the ocean and when they land at their destinations.

A special NBC transmitter, WOEH, will feed the talks to the RCA station at Riverhead which in turn will feed the NBC networks and BBC. George Milne, eastern division operations supervisor, Max Jacobson, field supervisor, and John Hartley, special events, of NBC will go out to Port Washington today to inspect the "Cavalier," which arrived yesterday, and lay plans for the installation of radio equipment.

WOR special events department met the "Cavalier" yesterday as it arrived in Port Washington and broadcast a description of the landing. Later Capt. N. Cumming, pilot of the ship was interviewed on the station and at 5:15 p.m. a special program was relayed to BBC through WOR facilities. Dave Driscoll and Jerry Danzig covered the event.

Al Mitchell Renewed

Al Mitchell, "The Answer Man", has been renewed by Provident Loan Society on WOR.

In addition, sponsor has provided Mitchell with office space, thus saving him a heavy telephone bill entailed in his question-answering work.

Hildegard in Foreign Series

Hildegard, NBC vocalist, has been signed for a series of 26 broadcasts, sponsored by Pond's, to be heard over Radio Luxembourg in Europe. Deal was set by the J. Walter Thompson agency. The singer is scheduled to return to the U. S. sometime in August.

Les Weelans Resigns

Denver—Les Weelans, musical director KLZ, has resigned and will join the staff of KDYL, Salt Lake City.

Attorneys File Brief In WJBW Court Action

New Orleans—WJBW attorneys have filed a brief upholding Judge Cage's no jurisdiction ruling before the state supreme court. Brief makes same point as Judge's decision, stating the matter is one for the FCC. Law provides for appeals against FCC decisions to U. S. Appellate Court in District of Columbia, and civil district court here lacks jurisdiction. Supreme Court is reviewing Judge Cage's decision on appeal of Southern Broadcasting Co., who claims managerial contract with owner Charles Carlson and asks injunctions against alleged acts.

WJBW-WBNO Hearings Set

Washington Bureau, RADIO DAILY

Washington—FCC has set July 7 for hearings on pending applications for changes, construction permits and increased time filed by WJBW and WBNO, New Orleans. Both seek increased power and WBNO wants change of frequency as well as renewal of license and unlimited time instead of sharing with WJBW. Latter station also asks change from time-sharing.

Go After Pirated Music Sheets

Music Publishers Protective Ass'n is taking vigorous measures to stamp out pirated and all other unauthorized editions of song sheets containing copyrighted lyrics of its members. Notice is going out today so several hundred news dealers and distributors warning them of prosecution under the copyright laws and that in cases where 100 lyrics are sold in one folio of the pirated editions, the vender, dealer or distributor is liable to a fine of \$25,000.

Saturdays Off for WBS

Beginning this Saturday, World Broadcasting System will close its offices on Saturdays, except for a skeleton staff in each department, it was announced yesterday by Percy L. Deutsch, WBS president. Skeleton staff will be on duty until noon. Schedule will run through summer.

David L. Miller Joins WMCA

David L. Miller, formerly heard on "Beauty Forum" and the "Let's Get Together" transcriptions over a network, has joined the WMCA announcing staff, it is announced by Bob Carter, chief announcer for the station.

COMING and GOING

HOWARD PETERSON, production manager of WOW, Omaha, and MRS. PETERSON have left for a California vacation. They will visit Los Angeles and San Francisco and see Walter Cassel, formerly a member of WOW's entertainment staff, now in Hollywood.

SYLVIA BETTY FROOS, radio singer, arrives today aboard the Paris from England.

MRS. IRVING KAHAL, wife of the songwriter, leaves Saturday for a vacation upstate.

FRANCIS BARTON, radio time buyer of N. W. Ayer & Son, left yesterday for the agency's Philadelphia headquarters.

JOAN BLAINE arrived in New York from Chicago yesterday for a Lord & Thomas program conference.

BASIL LOUGHRANE of Lord & Thomas is in Chicago.

MRS. PAUL WARBURG sails for Europe today aboard the Queen Mary.

HELEN MORGAN arrives today from England aboard the Washington.

I. C. GARY, president of the Gary Tobacco Co., is another arrival on the Washington today.

LEE P. LOOMIS, executive of KGLO, Mason City, is in New York.

ALBERT S. FOSTER, WWL sales promotion director, is a New York visitor.

MAY SINGHI BREEN and PETER DeROSE arrived back in town yesterday after a two-week vacation in the West.

DALE ROBERTSON, manager of WIBX, Utica, is in town.

Sign Staff Personnel For WRTD, Richmond

Richmond, Va.—Additional appointments to the staff of WRTD, new Richmond Times-Dispatch station, which opens June 27, have been made by Ovelton Maxey, resident manager, and Campbell Arnoux, general manager of WTAR, Norfolk.

In addition to David Bain, formerly of WTAL, Tallahassee, as head of the engineering staff, there will be Carlton Abernathy, also of Tallahassee, and Elmer Pritchett of WTAR as Bain's assistants; Mildred Williams, formerly of WSOC, Charlotte, secretary and traffic manager; Claude Taylor of WGH, Newport News, production manager, and Sam Lawder of Washington and Ernest Bowman of WTAR, announcers.

Program director and continuity manager will be named in the next ten days.

New WMCA Commercial

"Sally of the Switchboard", new commercial, sponsored by Brander & Co. Inc. (sunburn oil), to be heard on Tuesdays and Thursdays, 2:15-2:30, premiered yesterday over WMCA. Amy Sedell of the station's dramatic staff plays Sally. The agency is the Norman H. White Co.

Wanted—Announcer

Local Texas Station desires announcer. Give full details of experience, education, references. Send picture. State salary expected. Box 666, RADIO DAILY, 1501 Broadway, New York City.

WESTCHESTER

"New York's Hearthside"

Is Yours with

W-F-A-S

Hotel Roger Smith White Plains

TIGERS-YANKEE GAME SNEAKED TO DETROIT

(Continued from Page 1)

York Yankee game was aired in this fashion, the broadcasting being unauthorized by the American League. The games are sponsored.

Two-Hour Sports Series Set on WJBK, Detroit

Detroit—Starting Friday at 3 p.m., a new series called "Today's Winners" will be heard over WJBK. Program will run for two hours each week-day the Detroit Tigers are playing at home. The show will consist of baseball scores, turf results, together with the results of all sporting events being held throughout the country. "Today's Winners" will be presided over by sportscaster Al Nagler, who will intersperse the results with popular music. All Tiger road games will be broadcast, as usual, via the reconstructed wire reports.

WBS Starts Disking New Chevrolet Series

(Continued from Page 1)

was set by the Jack Arthur Office. Jean Ellington, NBC vocalist, has also been set for the series.

Phil Regan begins his end of the work on Chevrolet disk series next week.

Releasing Mountie Serial

Boston — "Blair of the Mounties," quarter-hour transcription series of 26 episodes, is being released to stations and advertising agencies in New England by Kasper-Gordon Studios Inc., local transcription firm. Producer is Walter Biddick Co.

"Blair of the Mounties" was original Northwest Mounty series, taken from the true adventures of Col. Rhys Davies of RNWMP. Audition samples are now ready through Kasper-Gordon Studios for advertising agencies and radio stations.

Zeke Manners in New Spot

Zeke Manners and his gang, formerly heard in the afternoons, will hereafter broadcast over WMCA at 10:15-10:45 p.m. Monday through Saturday. His morning shows, 10-10:30, remain unchanged.

Sorey Orchestra on WMCA

Vincent Sorey and his orchestra will be heard over WMCA on Mondays, Thursdays and Saturdays at 12-12:30 a.m., from the Mori restaurant.

CLAUDE SWEETEN

NEW PROGRAMS—IDEAS

WQXR Adding 3 Programs

WQXR adds three new programs to its summer list. The first is a series of four broadcasts, during the month of June, featuring Jacques Wolfe, composer of "Shortenin' Bread" and "Lonely Road," in a variety of negro selections for violin and piano, starting June 9. Second is a series of health programs for the summer months under the auspices of the N. Y. Tuberculosis and Health Ass'n, to be heard on Mondays beginning June 7. The third will be a series of organ recitals by Winslow Cheney to be broadcast Monday evenings through June.

New Interview Twist

"The Recording Reporter", new wrinkle of presenting first hand interviews with people who figure in hot news of the day, is being worked out by the Cleveland B. Chase Company, with Floyd Buckley as the "reporter".

Samples auditioned for prospective clients find Buckley bringing the mike into homes of people who figured in the day's news, also wherever else they may be and are at all accessible.

Show Gen'l Elec. Film For Exploitation Tieup

General Electric's new industrial film, "From Now On," with a cast headed by Irvin S. Cobb, had its first showing after the regular "Hour of Charm" broadcast Monday night, at the Center Theater, in Radio City. Film runs about an hour and carries both humor and love interest, making an entertaining comedy apart from its advertising feature. Theme revolves around the gal who wants a modern home and the boy who doesn't believe he can afford it.

In addition to showing the film after the Spitalny broadcast over the NBC-Red network, Rex Cole Inc., G. E. distributors, and General Electric sales department will send negatives around the country to dealers for varied tieups and exploitation.

In the opinion of one G. E. executive, the film "From Now On," with its collateral advertising, is probably a forerunner of what advertisers will use when television arrives and is accepted. While the movie is produced as a high-class entertainment picture, products are shown and demonstrated in a way that does not seem to deter from the entertainment value, since the story is strong enough to warrant the spectator waiting to see how it ends.

Studebaker Signing Off

Studebaker, with Richard Himber's orchestra, on the NBC-Blue, Mondays, 10-10:30 p.m. will sign off the air after next Monday's program.

Small Town Celebration

Taking the reverse angle on a Memorial Day broadcast, WOR will trek its special events crew to Woodbridge, N. J., population 10,000, to see how it is done in a small town. August Greiner, Mayor of the town, and students from the local high school will do appropriate orations. Broadcast will cover the parade and the speeches to follow from 10:30-10:45 a.m.

Will Air Softball Games

Lincoln—Completeness of the softball layout here and interest which drew 297,243 spectators last summer has led Reginald B. Martin, KFOR-KFAB station manager, to promote the broadcast of the key game each week this season with Harry Johnson, the stations' sports announcer, at the mike. City has five floodlighted ball-parks.

Program on Dogs

A program of interest to dog-lovers and owners has been started over station KLZ, Denver. Each 15-minute weekly broadcast is given over to a certain breed of dog, with Chris Cusack, canine authority, answering questions about feeding, habits, training, etc.

Old Gold Air Program Again Being Rumored

(Continued from Page 1)

again making the rounds. During the contest, no word could be learned from the company on its stand, but an announcement was made recently that Old Gold would resume its regular advertising schedule immediately.

Fred Waring, who at one time headed a coast-to-coast show for the company, and then left to broadcast for Ford, is now on his way back east after film work on the coast. Should Lorillard definitely make up its mind to return to the air, it is expected to build around Waring, and present a show similar to its last airing. Lennen & Mitchell is the agency handling the account. At present judges are deciding the winners of the recently concluded \$200,000 contest in which 2,000,000 entries were received.

Degree for Dr. Dunham

Dr. Franklin Dunham, NBC educational director, will be honored with the degree of Litt. D. by St. Bonaventure College.

"Wheaties Champions of Harmony"

KAY & BUDDY ARNOLD

Sponsored by General Mills

WMCA 2:30-5:30 Daily

WHN UNIONIZING CASE GOES TO LABOR BOARD

(Continued from Page 1)

fore the Labor Relations Board for a hearing.

ARTA is representing the WHN engineers who have been endeavoring to obtain recognition of the union along with wage and hour adjustments for the past few weeks. Last week the AFL entered the picture with a request that only AFL men be hired in WHN or all AFL men in Loew's Metropolitan theaters would be called out.

50 Per Cent ET Split Would Suit Songwriters

(Continued from Page 1)

from the original demands of the Song Writers' Protective Association, it is understood that the publishers cannot see the writers' viewpoint at all. Another meeting between the two committees has been set for Friday. Publishers have been issuing license fees on these rights through their designated agent and trustee.

Complain on Manhandling

Several WOR listeners to Dave Driscoll's description of the arrival of Dick Merrill at Floyd Bennett Field have filed complaints against the rough handling Driscoll received at the hands of the police at the field. The complaints were wired to Mayor LaGuardia, who in turn sent the charges to Commissioner Valentine for investigation. A thorough probe has been promised by the Commissioner. No complaint was filed by Driscoll or WOR.

Summer Devotional Series

Dr. Paul E. Scherer, pastor of Lutheran Church, Central Park West, begins a summer series of devotional programs under title of Sunday Vespers on June 6 at 4-4:30 p.m., replacing Dr. Harry Emerson Fosdick's National Vespers.

Peggy Wood Starts June 9

"Peggy Wood Calling," new program featuring the American stage star, singer and writer, debuts June 9 at 2:45-3 p.m. as a Wednesday and Friday broadcast on the NBC-Blue network.

"BARON MUNCHAUSEN"

JACK PEARL

RALEIGH and
KOOL CIGARETTES

WJZ-10 P. M. E.S.T.—Friday
NBC Network

Dir.: A. & S. LYONS, Inc.

GUEST-ING

GLADYS SWARTHOUT and ARMAND TOKATYAN, on General Motors program, May 30 (NBC-Red, 8 p.m.).

JOSE ITURBI and JOSEPHINE HUTCHINSON, on Chase & Sanborn show, May 30 (NBC-Red, 8 p.m.).

JIMMY DURANTE, repeat engagement, and PATSY KELLY, on Sealtest Sunday Night Party, May 30 (NBC-Red, 10 p.m.).

BUNNY BERIGAN, on "Saturday Night Swing Club," May 29 (CBS, 7 p.m.).

MISCHA LEVITZKI, on Ford Sunday Evening Hour, June 6 (CBS, 9 p.m.).

CONNIE MACK and MRS. JOHN J. McGRAW, on Shell Show, May 29 (NBC-Red, 9:30 p.m.).

ESTELLE TAYLOR, on Broadway Melody program, today (WHN-WOR, 8 p.m.).

LEE WILEY, on Gulf Refining program, July 4 (CBS, 7:30 p.m.).

DIXIELAND BAND, in a jam session with Midge Williams, swing singer, and Willie (the lion) Smith, pianist, on Ben Bernie program, June 8 (NBC-Red, 8 p.m.); Stoopnagle and Budd, on same program, June 15; Frank Parker, on same program, June 22. All deals set by the Herman Bernie office.

ERIC BLORE and HERBERT MUNDIN, on Jack Oakie's program, June 1 (CBS, 9:30 p.m.).

JACK NORWORTH, on "Hitching Your Hobby," June 1 (WMCA, 11 a.m.).

Palmer Greer Joins WKRC

Palmer Greer, transmitter engineer, formerly of WHIO, is now in Cincinnati with WKRC.

WSPR Adding 15 Minutes

Springfield, Mass.—WSPR is adding 15 minutes daily, 8:45-9 p.m., to its summer broadcasting schedule.

15 Years in Education

Columbus, O.—WOSU, Ohio State University station, has rounded out 15 years of activity in the educational radio field.

Exonerated

Springfield, Mass. — All those gags about WPA workers being as immobile as statues aren't so. At least, the WPA boys have been fully exonerated in the eyes of WSPR here. The station had proof last week, when a WPA road repair crew accidentally tore up 200 feet of telephone cables between WSPR and its transmitter, thereby forcing the station off the air for 30 minutes.



• • • After Carl Hoff's nine shows with Al Pearce from the west, the baton-wielding job will revert to Larry Marsh... Russ Morgan will do only two Phillip Morris shows from Cleveland's Great Lakes Exposition and these will be aired during July... M. H. H. Joachim of "Your Unseen Friend" is writing a play for Broadway production in October... Gloria Whitney, former Vincent Lopez vocalist, was signed early this morning to chant with William Farmer's crew in the Sunken Gardens of Radio City. (It's no longer "Willie" because of the Rockefeller spot)... Farmer will croon duets with Whitney, so expect "romantic stories" about them in the fan papers, but we know they're both promised to others!... Pity poor Mickey Garlock who has to have his letters from that 20th Century chorus girl deciphered by friends—because the correspondent can't spell!

• • • Lou Herzog was discussing television the other day and said that experts were overlooking some important problems of the video art... "If they ever attach the thing to phones, we'll have to shave twice a day... And think of the women!... Why, it'll take 'em 15 minutes to get ready to answer the phone!"... And, that's no foolin'... Wally Porterfield, KFRU, Columbia, Mo., newscaster, does more than mere wordslinging for a livelihood... His playwrighting also has brought him some profit. The other day he won the U. of M. Bradley play contest. While he was aircasting, the news came through as a "local" but Wally was too modest to air this fact, so he wickered the story. However, news is news, and toward the close of his broadcast, Wally's mike was cut and from another studio an announcer released the name of "Porterfield, winner of the Bradley prize" without even Wally knowing this was being done.

• • • Coupons on ciggies made by Jack Pearl's sponsor are being sent to the Friends of the Lincoln Battalion, who in turn redeem the ducats for butts instead of premiums and send them to the boys fighting for the Loyalists in Spain!... Has it been printed that CBS director Paul Monroe now answers to the female call of "pappy"?... Stevens Hotel in Chi sold out last week for Lou Bring and Frances Hunt's opening tonight... Edith Wilson, "Hot Chocolate" star, does a turn for Louis Armstrong on Friday... Anna May Wong is being offered to agencies as a guestar... Sonny Schulyer will double between vocalizing on Ben Bernie's program and one-nighters with Abe Lyman... They say that Col. Manny Praeger will have his nose bobbed... Pat Kennedy, another one of the "Lads," would like to get a job here... Sam Harris, producer of "You Can't Take It With You," will appear on Harry Hershfield's show tonight to accept the "Radio Critics Award for the Best Play of the Year." Besides Harry, Bide Dudley is other member of the voting class.

• • • Carl Ravell, Frisco maestro now at the Lexington, was screen-tested HERE by Paramount—proving that if you want to stay WEST you must come EAST!... P.S. He clicked!... Jack Benny's attack of the flu is the basis of his next Sunday's script... Jerry Blaine auditioned for a sponsor last week and word is expected shortly on the outcome. Incidentally, he enters his eighth month at the Park Central... C. A. McLaughlin, sales manager of Cleveland's WHK, is driving a new Lincoln... Engineer Burt Koeblietz and announcer Lee Henry of the Breakfast Club are composing a new song... George S. Kaufman visited WNEW the other day to watch Zeke Manners and gang broadcast—considering writing in a part for them in his hillbilly satire scheduled for early production... Guy Goodwin, WTNJ announcer, finally discovered how to beat the ponies—he flew through the air—and over the finish line when the nag under him stopped short while galloping along.

PROMOTION

Kitchen Program Tieup

Through a tieup with a giveaway game, the "Meet the Missus" program sponsored by Fitzpatrick Bros. (soap flakes) on WBBM, WCCO, WJR, WKRC and WHK, has drummed up great interest. The game is a variation of Parchesi, using a board which fits on top of a bridge table. This board is sent for one box top and ten cents. Demand has been heavy.

The WBBM program is aired from the Home Arts Club, where Tommy Bartlett does a vox pop with clubwomen and others at the luncheon sessions.

Spitalny Unit Tour

General Electric, sponsors of the "Hour of Charm" now airing over an NBC-Red network of 52 stations every Monday from 9:30-10 p.m., will use the Phil Spitalny all-girl orchestra in an extensive promotion series. The orchestra, now heard on the radio series, will make personal appearances in women's clubs, social centers and other community gathering places. Sponsor is attempting to tie up products with the feminine interest in the band.

Wrappers for Admission

Capt. Ozie Waters and his Colorado Rangers, on KLLZ, Denver, for several months and various radio stations formerly, have gone stage show and are appearing for Blue Barrel soap at theaters in Denver and this region. The setup includes a requirement that children must have Blue Barrel soap wrappers to see the show.

Alfred Cheney Johnson Audition

Alfred Cheney Johnson, famed photographer of the Florenz Ziegfeld "Glorified Girl" era, was auditioned for Movie-Matic, camera account, through Alsop Radio. Series is intended as dramatizations concerned with Johnson's photo work on Ziegfeld stars and at the close, Johnson hands out advice to amateur photographers. Possibility that the series will also go electrical transcription.

PHILADELPHIA

Lew Anker, former chief announcer at WIP and husband of Anice Ives, director of women's clubs programs over WMCA, is seriously ill in Mt. Sinai Hospital.

James Begley, KYW program manager, plans to fly to the coast for his vacation next month.

Mayor S. Davis Wilson has banded the radio stations together in a pact that will give the city free air time for events of civic importance. Station press agents, for the first time, were given press cards by the Mayor.

Uncle Jim (Jim Nassau) is presenting a weekly adventure story, "Suppose It Did Happen," for his kiddie shows over WIBG.

Clarence Fuhrman, WIP musical director, will provide the music when Al Pearce and his gang come here Friday to entertain the auto dealers at the Bellevue-Stratford Hotel.

WITH THE ★ WOMEN ★

By ADELE ALLERHAND

ESTELLE LEVY, though still in her teens, is a veteran of many network programs....The little lass, who not only plays parts, but dances, sings and performs on the piano and sax, has appeared on occasions in the shows of Eddie Cantor, Edwin C. Hill, "Modern Romance," "We, the People," Paul Whiteman, Fred Allen, Easy Aces, the Columbia Workshop, Gang Busters, The Gumps, "Follow the Moon," "Death Valley," Vick's, Spry, Personal Column of the Air, Camay, Mrs. Wiggs, and a flock of others....She also was tops as Dorothy in the Fanchon & Marco "Wizard of Oz" production recently auditioned for a network possibility....and did a fine piece in the Columbia Workshop's "Paul Revere" as well as in the children's opera, "Second Hurricane"....she is a comedienne and handy in dialects.

Nightingale Jean Travers to premiere at the Versailles come Thursday....Vet Boswell and little Vet Boswell Jones visiting with Aunt Martha these days....Mitzi Green, 16-year-old minne, can boast five guest shots on the air since the "Babe in Arms" opening....Loretta Hoppner, WMCA press dept. lass, reaching the convalescent stage after an appendectomy at Morrisania Hospital....NBC Entente Cordiale....Romany Marie, Greenwich Village nomad, and Helen Moye Lee, Chinese vendor of Eastern bibelots, on "A World in a City"....They're saying "Romance of Helen Trent's" Janet Logan is a dead ringer for Janet Gaynor....Helen King's photog on June "Contest World" is a suwell likeness.

Dr. Marie Bentivoglio, unexpectedly an Australian contribution, offers statements in proof of "Women Are the Same the World Over" on "Let's Talk It Over," May 31....The delectable little blonde child in "Excursion," monikered Marilyn Erskine, is an NBC baby....Bridgeport's local muse takes the air May 28 over WICC with Caroline Wylie reading a group of writings by Bridgeport Poetasters....Edith Jolson of that station intends to lotus-eat for the summer, away from WICC routine.

ORCHESTRAS - MUSIC

HAPPY FELTON'S ork will be heard for the first time this season from the William Penn Hotel in Pittsburgh on Friday night, 11:30-12 via WCAE. The band opens the Urban Room Roof for the season.

Benny Goodman's musical aggregation will play a one-nighter on June 20 at the Aragon Ballroom in Chi.

Louis Panico's ork has given way to the Don Fernando outfit at Chicago's Oriental Gardens. Spot has an NBC wire.

Shep Fields has added a trumpet to his organization, which is soon to begin a local engagement at the new Surfside Club, Atlantic Beach.

The Herman Waldman band, which played the Sir Francis Drake Hotel in Frisco until the strike three weeks ago, left for Houston, Texas, this week-end. Al Kavelin, who's been musicmaking at the Mark Hopkins, moves on to Milwaukee. All Frisco hotels are still picketed by striking employees.

Ran Wilde, engaged in a tour of one-night stands throughout California before going New Yorkward for a three-week engagement at the Rainbow Room, played Sweet's Ballroom in Oakland on Sunday. Aired via KYA over six California Radio System stations.

Salmaggi Opera Co., heard at the

N. Y. Hippodrome, has as regular members of its performing company William Hargraves, bass heard on the Chesterfield and Philip Morris programs; Ivy Dale, contralto on the Phil Cook program, Mario Cozzi, who takes the air regularly on his own program, and Stephen Kennedy, baritone featured on an NBC sustainer.

Joe Frassetto, Hotel Philadelphia batoneer, aired over WIP and the Intercity Net, will make music for Phil Barr's 500 club in Atlantic City this summer.

Carvel Craig, who made music at the Starlite Gardens Roof spot last season, will replace Wally Stoeffer at the Hotel Utah, Salt Lake City. His musical contingent will be heard on two periods per week for KSL sustaining features.

Carol Lofner and his band open the summer season at Saltair May 29, which marks Lofner's second opening of the Pavilion on the shores of Great Salt Lake. KSL will feature six nightly periods per week.

Jimmy Dorsey's ork will receive coast-to-coast airing over WOR-Mutual several times weekly, beginning this week, from the Pan-Pacific Ballroom in Los Angeles. Programs will originate through the facilities of Mutual's California affiliate, KHJ of the Don Lee network.

Two Seek Stock Registration

Washington Bureau, RADIO DAILY

Washington—Majestic Radio & Television Corp. has filed application with Securities & Exchange Commission for registration of 350,000 shares of \$1 par value capital stock, issued, and 200,000 to be registered on notice of issuance. Securities are to be listed on New York Curb Exchange.

Also registering was National Union Radio Corp. for 345,000 shares of \$1 par value common stock to be registered on notice of issuance on New York Curb Exchange and Chicago Stock Exchange.

KIRO Broadcast from School

Seattle — Practical experience in broadcasting is given by KIRO to radio drama classes at Cornish School here. A half-hour drama, entitled "Weekend Murder," was presented Monday by remote control from the Cornish School Studios, broadcast over KIRO. The cast of ten was directed by Hector Cant.

Jesse Owens Ork in Webb Spot

Jesse Owens, Olympic track champ who is now devoting his talents to the amusement field, will bring his orchestra to the Good Time Society broadcast next Monday at 9 p.m. over the NBC-Blue network. He replaces the Chick Webb band.

Junior Officials on WLTH

The Junior City Officials will be on the air today at 4:15 over WLTH. Group includes the "Boy" Mayor, President of the Board of Aldermen and the Controller. An interview will be held between the Junior City Officials and their corresponding Municipal officers: Wm. F. Brunner, Acting Mayor and President of the Board of Aldermen, and Frank J. Taylor, Controller.

Toto on WFAS

White Plains, N. Y.—Toto, the famous clown, now appearing on the floor show at Greenhaven Inn, Mamaroneck, is making a series of radio appearances over WFAS here during the Saturday night programs of Charles Biondo and his Greenhaven Red Revelers.

Lorenzo Jones Adds Spot

Lorenzo Jones, NBC-Red network afternoon serial now heard Monday through Thursday, will add Friday to its schedule next week. Phillips Milk of Magnesia Tablets is sponsor, with Karl Swenson as Lorenzo and Betty Garde as his wife.

NBC Signs Burt Lynn

Burt Lynn, novelty musician, has been signed by the NBC Artists Service. His specialty is the vibrolyn. Jack Von Tilzer is the NBC contact.

NEW BUSINESS Signed by Stations

WBT, Charlotte

Pennzoil Co., Phila., disks, through Fuller, Smith & Ross, Cleveland; Chrysler Corp. (Dodge motors), disks, through Ruthrauff & Ryan, N. Y.; Diamond McDonnell & Co. (Bluing), Phila., spots, through J. M. Korn & Co., Phila.; Refrigeration & Air Conditioning Corp., Youngstown, weekly studio program, through National Classified Agency, Youngstown.

Denver

KFEL: Toledo Glass Co., Owens, Ill.; Kindel Bedding Co., through Deans & Haney agency; Coronet Magazine, from NBC.

KOA: Oregon State Highway, through Botsford, Constantine & Gardner agency; Lewis Howe Co. (Tuns), through H. W. Kastor & Son.

KSFO, San Francisco

Coca Cola Bottling, "Singin' Sam" disks, through D'Arcy Adv'g Co., St. Louis; Day & Night Heater, S. F., spots, through Hixson O'Donnell Agency, Los Angeles; Calo Dog Food, S. F., spots, through Emil Brisacher, S. F.

WIP, Philadelphia

Hecker's-O Force, through Transamerican and Irwin-Wasey Co.; Ismak Rug Mills, through Harry Feigenbaum Agency; Gardner Mfg. Co. (hair shampoo), through Courtland D. Ferguson Co.

KSL, Salt Lake City

Oregon State Highways, disks, through Botsford, Constantine & Gardner; Best Foods, through Benton & Bowles; Dodge motors, through Ruthrauff & Ryan.

WHO, Des Moines

Chrysler (Dodge motors), Frank Morgan Varieties, disks, through Ruthrauff & Ryan, N. Y.

WOW, Omaha

First Federal Savings & Loan Ass'n of Omaha, three weekly and one Sunday airing.

WNEW, New York

Crystal Lake Corp., spots; Little Falls Laundry, spots, through United Adv'g Agency, Newark.

WHN, New York

Dodge Brothers Corp. (motor cars) starts today for 13 weeks through Ruthrauff & Ryan.

RALPH KIRBERY

"The Dream Singer"

68 WEEKS

LIPTON'S TEA

N.B.C.



TRUMAN BRADLEY spent a busy week shuttling back and forth between Chicago and Detroit. He has a daily news commentary show here and after each broadcast hopped a plane for Detroit to make movie shorts at Jam Handy and Wilding studios. On Sunday he made his final trip there to announce the Ford Sunday evening show.

R. Calvert Haws has resigned as program manager of WCFL.

Sears-Roebuck is getting ready to do some auditioning again. Last show was the dramatic "Then and Now" over CBS.

Val Sherman, night operations manager at CBS, has taken leave from this job for the summer to help Pat Flanagan on his baseball broadcasts.

Templeton Fox has been assigned the lead in NBC's new serial, Linda Fairchild's "Stepmother." Mercedes McCambridge is the stepchild. Harvey Hays is the papa.

Franklyn MacCormack, reader on Wrigley's Poetic Melodies, is driving in each day from rustic lodge at Nippersink, Wis., about 70 miles out.

Betty Reller, star of CBS "Betty and Bob" appearing at National Grocery convention in Memphis over week-end.

Joe Emerson and Fred Jackey, head men of Gold Medal Hymns of All Churches, and announcer George Thorndyke are back from a rush week-end trip to New York.

Jimmy and Eddie Dean, Texas harmony warblers, have a new NBC sustaining show at 9:30 a.m. Mondays.

Gene Arnold will journey to Dallas to m.c. program dedicating Laurel Land Memorial Park, June 21.

Johnny Johnston, NBC baritone, has been picked as the regular Club Matinee soloist.

Allan Grant, former pianist for Irene Wicker, is performing on NBC National Farm and Home Hour now.

Big Mystery on WMCA

In a special broadcast over WMCA at 8:45-9 tonight, Frankie Basch will interview Shipwreck Kelly, who has just come down off his flagpole with a sprained ankle. Miss Basch will try to find out how he got a sprained ankle up there in the air.

BIRTHDAYS						
1	9	3	7			
SUN	MON	TUE	WED	THU	FRI	SAT
10	4	5	6	7	8	9
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

May 26

Greetings from Radio Daily
to

Al Jolson Roy Wilson
Howard Parker Edward MacHugh
Charlotte Buchwald Al Durkin

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:
No. 37 of a Series

WOAI—San Antonio

1190 K. C.—50,000 Watts, Cleared Channel, Full Time

G. A. C. HALFF, Pres.-Treasurer

HUGH A. L. HALFF, General Manager

LLOYD H. ROSENBLUM, Mgr. of Sales & Merchandising

WOAI began operations in September, 1922, with what was then considered lots of power—500 watts. The purpose of the station was to sell radio receiving sets. WOAI kept abreast of the times, boosting its power on May 12, 1925, with a special dedicatory program, to 5,000 watts. WOAI presented the South with its first (then considered), super-powered station. Early in 1928, February to be exact, WOAI became affiliated with NBC, carrying programs of both the Red and Blue networks. To more properly serve its growing trade area, WOAI, in September, 1930, went on the air with its new transmitter operating with 50,000 watts. WOAI has always adhered closely to extremely high and stringent standards and policies. This applies to power, transmission, entertainment and the type of advertising handled. These qualities have assured WOAI of not only a large but a loyal and friendly audience.

Perhaps the most outstanding feature of WOAI is its news service. Ken McClure, newscaster, is by far the Southwest's most popular and well known radio personality, receiving thousands of unsolicited letters yearly—an average of nearly 40 every day in the year. Pat Flaherty, sports commentator, is right behind McClure in popularity, and WOAI's newest star, The Girl Reporter (Leona Bender), has in six months built up a large listening audience, with her morning program heard three times weekly.

WOAI is a member of the Texas Quality Network, which affords blanket coverage of Texas. Programs originate from WOAI, San Antonio; WFAA, Dallas; WBAP, Fort Worth, and KPRC, Houston—all member stations. The Texas Quality Network averages 46 quarter and half-hour weekly commercial programs.

The station has one of the oldest weekly commercial programs anywhere—"Texas Treasures," sponsored every Monday night for the past eleven and a half years by Gebhardt Chili Powder Co. "Texas Treasures" celebrated its 600th consecutive program on May 24.

WOAI presents many other sterling local programs featuring everything from hill-billy units to organ melodies. WOAI is proud of its merchandising department which has begun, since its inception early in 1936, many innovations in radio merchandising. The station now has as complete a merchandising service as any station in the country. Several mass tie-ups with local drug and grocery outlets have achieved wide national publicity and have increased sales, through effective contests and displays, from two to five times normal sales, these figures being quoted from the outlets tying-in with the feature.

WOAI subscribes to the World Broadcasting System and consequently has a full line of transcribed services to offer advertisers.

According to Forbes Magazine, San Antonio is the center of the fifth best High-Spot territory in the United States today. Together with four other high-spots in the nation, the San Antonio trade territory is farther ahead of business in 1936 than any other territory containing over 1,000,000 people. The median gain over last year has been 28 per cent. This fertile, wealthy, growing territory is the effective sales area served by WOAI for the past 14½ years. WOAI has grown and keeps growing with its rich market. New programs, new ideas, larger studios and staff, better equipment—all keep WOAI one of the best radio stations in America.

Detrola Appoints Agency

Detroit—The Detrola Radio & Television Corp. has appointed Grace & Bement, Inc., as its agency. Detrola also said that G&B would handle copy for its newly-formed subsidiary, Detrola Refrigeration Corp. of Detroit.

The agency has also been named for Electrical Products Co. of Detroit.

Cy Taillon Quits KLZ

Denver—Cy Taillon of the commercial department at KLZ has resigned as of July 1, and will spend his summer acting as announcer and emcee at rodeos and fairs. Taillon was for five years announcer and national advertising manager on KGH, Billings, and was on KSTP, St. Paul, and WDAY, Fargo.

Suggests Radio Pulitzer Prize

Chicago—A "Pulitzer Prize" for the year's outstanding radio achievement is urged by Julian Bentley, WLS commentator and news writer, in Stand By, which he edits for Prairie Farmer Company.

Radio Adv'g Firm Formed

Haverhill, Mass. — The Industrial Broadcasting Corp., 50 Merrimack Street, has been organized to sell radio broadcasting advertising. John B. Hatch is president of the new organization.

Consolidated Edison Recess

Consolidated Edison Co. will broadcast its final Sunday night "Echoes of New York Town" program over WJZ on June 6. Account is scheduled to return to the air next fall.



JACK BENNY was much improved yesterday, following his flu attack, and is expected to be ship-shape for next Sunday's broadcast.

Eddie Bergen (and Charley McCarthy) who came west for the new Chase & Sanborn show, have been booked in to panic the crowds at the Coconut Grove, Ambassador hotel, starting June 1.

Ken Stuart, sportscaster and emcee, has joined the Orange network and is located at KEHE. He succeeds Mel Roach, who resigned.

Walter Cassel just finished a Technicolor short, "Golden Dawn," in which he sings two numbers—the title song and "Song of the Mounted Police."

KANSAS CITY

Fran Heyser, KMBC production head, has left for Hollywood to supervise recording of another 35 episodes of "Phenomenon", utility company disk show. Barbara Winthrop, head of KMBC continuity department and author of the show, leaves soon to assist Heyser.

Among KMBC folks planning vacation visits to Hollywood are Tex Owens, Bob Crawford, Rod May, Francis Mahaney, Tookie Cronenbold, Herb Krataska, James Coy, Paul Fonda, Woodrow Wilson, Norma Shorey and Paul Henning. LeRoy Smith and Eddie Edwards will visit the Ozarks, Bob Riley and Mr. and Mrs. Jimmie Gardner are going to Colorado, and Ruth Bart plans to visit Chicago.

Splitting their radio advertising up between WHB on the Missouri side, where they use five quarter-hour shows daily, and KCKN, the Kansas side air station, where they use a weekly 30-minute Community Sing show, Gorman Furniture Co. turned the airing of its annual auction and free musical show over to KCKN while getting the talent for the floor show from the WHB Artists Bureau. Furniture and novelties were auctioned off. Ralph V. Nelson handled the KCK auditorium remote, while Les Jarvies from WHB emceed the floor show.

Raul H. Frye, formerly in the Radio division of TWA in the Kansas City office, has joined the staff of WDAF as a technician.

Lee Roberts, KCMO dramatic director, has returned from a vacation in Detroit with his parents.

Russ Crowell, until recently with the Red Nichols ork, and Betty Roth, soloist with Jimmie Grier's orchestra, are former WHB entertainers who are vacationing in Kansas City.

Midland Television, Inc., is moving from present offices with KMBC in the Pickwick Hotel into new quarters in the Power & Light building in preparation for a June 1 opening of a new television school.

WJAX FISHING PROGRAM MAKING UNUSUAL RECORD

Jacksonville, Fla.—A broadcast that has won wide acclaim and developed into one of the most unusual and outstanding features ever to emanate from this city is the "Atlantic Refining Fishing Program" aired Mondays, Tuesdays and Thursdays at 6:45 p.m. over WJAX. Sponsored by Atlantic Refining Co. and handled by Harry E. Cummings, the program has been on the air for the past five months, arousing increasing interest from week to week.

Where the fish are biting—who has made the catches and what baits were used—a monthly Fish Story Contest, offering fine prizes of tackle—general information pertaining to the sport—these are some of the highlights.

From the office of Harry E. Cummings, Radio Program Service, approximately 400 self-addressed post-cards are sent out each week to fishing camps, hotels, sporting goods houses, etc. In addition, approximately 50 letters and telegrams go to those who are slow in replying.

On Friday morning these reports are assembled into a bulletin (the Fish-O-Gram). This is hurried to the printer and is ready for mailing that evening to all Atlantic Refining Co. dealers in this territory. They post the Fish-O-Gram at their place of business on Saturday morning. Radio programs emphasize the importance of listeners dropping in on their Atlantic dealer to see where the fish are biting.

A Fishing Camp Booklet has been compiled, the only one of its kind that has ever been prepared here. Radio listeners also are invited to drop by their Atlantic dealer for one of these handy guides.

About five weeks ago, the Jacksonville Journal, realizing the tremendous amount of interest that has been stimulated by these broadcasts, asked Cummings if Atlantic Refining would be willing to furnish them with fishing information each Friday, in return for their giving the sponsor full credit. This was agreed.

Recently, the Tourist and Convention Bureau of this city, realizing the great importance of the fishing industry to this state, planned a fishing camp map of the country in which Jacksonville is located. As the Atlantic Fishing Program had the information they needed, it was agreed that Atlantic would assist them and they would give Atlantic full credit on the face of the map. This they have done.

It is a frequent occurrence for sporting goods houses to feature Atlantic's Fish-O-Gram and Fishing

RADIO PERSONALITIES

No. 39 in the Series of Who's Who in the Industry

H. LESLIE ATLASS, vice-president in charge of CBS' Chicago office since 1930 and founder of WBBM, and his younger brother Ralph, president of WJJD and WIND, started toying with kilowatts in the pre-war days. After being graduated from Lake Forest Academy near Chicago and serving in the U. S. field artillery overseas in the World War, Leslie (the H. before his name was just adopted to impress his first boss) spent several years in the automobile, packing, real estate and investment businesses, then took a serious interest in his brother's childhood plaything, wireless, and joined with him in founding WBBM in Lincoln, Ill., in 1923. Later the transmitter was moved to Chicago, and in April, 1925, it was moved to the top of the Broadmoor Hotel.



Pioneered in many now successful policies

The story of WBBM's phenomenal rise as Chicago's only independent station, its sale to CBS, and outstanding place among the nation's great commercial successes, is the story of the growth of the driving, quick thinking, quick acting, sales and executive personality of Leslie Atlass.

When every other station in the country devoted its entire Sunday schedule to church services, Atlass pioneered, announced that his station would have church services Sunday morning, but dance music Sunday afternoon and evening. When radio's commercial possibilities were only faintly realized, he made radio's largest local commercial sales of the twenties—one half of WBBM's time for one year—to the Stewart-Warner Corp., still one of radio's big advertisers. When baseball's moguls threatened to drive out broadcasters, Atlass helped sell the late Wm. Wrigley Jr. and Phil Wrigley on radio's value as an attendance builder, and finally won major league backing of the play by play reports.

Among his friends "Les" is known as a staunch, dependable backer in a pinch, as a builder of men. Among his aides who have advanced to successful positions are Don Thornburgh, v.p. in charge of Columbia's Pacific coast network; J. L. VanVolkenburg, former president of KMOX; James D. Shouse, present executive of the St. Louis station; and J. Kelly Smith, general manager of Radio Sales, Inc.

BOSTON

Lewis S. Whitcomb, publicity head at local CBS outlet, WEEL, is back at his desk after several weeks' illness.

"Charmed Eyes," owned by Charlie Phelan, sales manager at Yankee Network, won the first race at Suffolk Downs on Monday, the opening day of the meet. It paid \$38.50 to win.

Benny Goodman and his band breaking all kinds of records at the Metropolitan Theater this week. He had the fourth best Saturday the Met has known since it opened 12 years ago.

Mike Nidorf Laid Up

Mike Nidorf of the Rockwell-O'Keefe office is confined to his home by illness.

Camp Booklets in their window displays.

The program also has evoked wide audience response. Everyone in this city is thoroughly familiar with it and most of the radios are tuned to WJAX during the broadcast. Entries in the Atlantic Fish Story Contest come from six states beyond Florida, with an appreciable number from North Carolina and Kentucky. During the running of Kingfish last month at Cedar Key, that little city gave full credit to the Atlantic Refining programs for keeping their hotels filled and their boats chartered.

FORT WORTH

Merle H. Tucker, on leave of absence from KROD, El Paso, has been appointed director of radio for the Fort Worth Frontier Fiesta opening June 26.

Jay Whidden and ork are now airing several nights weekly by WBAP from the Casino Park ballroom. Art Kassel and ork begin a run at this spot June 11.

A. M. Woodford, chief engineer at WBAP, is on leave of absence to serve as chief technical advisor for the Frontier Fiesta. J. E. Bridges was promoted to chief engineer for the summer, with Speedy Maersch taking over the control panel. Bridges, by the way, recently became the father of a girl.

Zeke Williams and His Rambling Cowboys, sponsored by Gulf Spray over WBAP, are making personal visits to Texas Quality Network cities.

Herb Southard is back on the job as announcer at WBAP after a throat ailment.

NOW AVAILABLE:

Young lady who held responsible position in production department of radio station. Also several years' experience in legitimate theater and advertising agency. Box No. 500, RADIO DAILY, 1501 Broadway, New York City.

CLYDE BARRIE

CBS

Thursday

6:15 P. M.

If You
Are In
RADIO
and not
Reading
Radio Daily
Every Day
You Are
Holding
Out On
Yourself

JACK LAVIN RESIGNS AS WHITEMAN MANAGER

(Continued from Page 1)

take a month's trip to the coast before making any definite decision on future connections. Whiteman indicated that he had no successor in mind as yet.

Limited Circulation

"Aunt Sally's Almanac" has probably the world's smallest circulation of any publication. Just four copies are sent through the mails each Wednesday. They are postmarked Jacksonville, and three are addressed to Vic Lund at WIS, Columbia, S. C.; "Windy" Herrin at WTOC, Savannah; Lew "Flash" Bristol at WRDW, Augusta, Ga. The fourth copy remains with the ed-in-chief, Jack Rathburn at WJAX, Jacksonville, Fla.

These gentlemen are all broadcasting baseball games in the South Atlantic "Sally" League over their respective stations for Wheaties. In order that each of the mike-men may know what is taking place in the other cities of the league, Jack Rathburn graciously appointed himself as a clearing house of baseball information. The material is contributed by each of the four subscribers and so far has been both interesting and helpful to the announcers.

Radio Guide Changes

Radio Guide, weekly fan publication, is undergoing a complete change of policy. Headquarters for the magazine, together with Screen Guide, was formerly located in Chicago. Effective June 1, the editorial offices, headed by Herbert Krancer, v.p. and general manager, and Curtis Mitchell, editorial director, will be located in New York.

The magazines have also changed format.

Star Radio Adds 5 More

Star Radio Programs Inc. has added KTOK, KIUL, CJCJ, and KGU, the Hawaiian station, to its lists of subscribers for the Star Commercials. Station WLBC in Muncie, Ind., has signed for the Morning Bulletin Board. The firm grants priority rights and guarantees territorial protection to stations using its programs in order to prevent any overlapping of stations using the same program.

ONE MINUTE INTERVIEW

JOS. N. WEBER

"All talk of what will or may be done at the coming convention of the American Federation of Musicians must be set down as strictly a matter of conjecture. It all depends upon the will of the majority of the 400 delegates present and not even the president of the organization can have his way completely and foretell convention action."

★ Coast-to-Coast ★

COLONEL JACK MAJOR, the CBS entertainer, says: "Things just don't happen. Nossir! It's who a fellow knows—and how much they help him. A fellow can't do things alone—he's just got to have help from his friends Me? Oh, I'm the luckiest fellow in radio! To begin with—I caddied for Irvin S. Cobb when I was a boy down in Paducah, Ky. He told me to write down everything that I saw that made folks laugh or cry. I've done that for 20 years, and I am now drawing on that fund of material for my radio programs. Through Irvin Cobb I met and knew Will Rogers. Will Rogers said, 'Son, always act like you don't know as much as the fellow to whom you're talking—and never say or do anything that will offend any race, color or creed.' (That was the best piece of advice I ever got—I've paid lawyers lots of money for advice that wasn't worth a rip!) And then there's that fellow named Edgar Guest. He became interested in my rhymes and jingles and showed me a few tricks about reaching a person's heart through words. Yesir! I'm the luckiest country boy on the radio—thanks to my friends!"

Spot news by up-to-the-minute telegraphic messages on fresh and salt water fishing is brought to sportsmen over KFOX, Long Beach, Cal., each Thursday at 7:45 p.m. Complete information on fishing conditions from Lower California to Santa Barbara are broadcast together with hints on tackle and equipment. Practically all better known fishing resorts are represented by telegram.

KFRU, Columbia, Mo., on receipt of FCC building permit, will establish a new station in St. Louis, but will retain its present KRFU station in Columbia, according to General Manager C. L. Thomas.

A. J. Hougen has been named advertising manager of Tivoli Brewing Co., Detroit. He succeeds H. E. Hougen, who goes to Tivoli's agency, MacManus, John & Adams, Inc., as an account exec.

Ted Husing's talented vocal chords will get a good workout over the Memorial Day week-end when he brings a stroke-by-stroke account of the U. S. efforts to hurdle Australia in the final round of the North American Zone Davis Cup tournament at Forest Hills, L. I. Event will be aired over CBS network on May 29, 30 and 31.

Muriel Draper, author and lecturer, and Dr. Henry C. Link, distinguished psychologist, will be heard for the first time on a regular series when they share the Tuesday broadcasts of the feature, "It's A Woman's World," over the NBC-Red network at 2:30-2:45 p.m., starting June 8. Mrs.

Draper is the mother of the brilliant young dancer, Paul Draper.

Winder R. Harris, Managing Editor of Norfolk Virginian-Pilot, who edits and relates "High Spots of the Week's News" over WTAR once weekly for the National Bank of Commerce, moves from Sunday evening to new spot on Saturday 6:45 to 7:00 p.m. Bank officials decided against a selling commercial on Sunday.

A. Ralph Steinberg, president of Radio & Film Methods, is the author of an article titled "A Philanthropy Created an Industry," in the May issue of The Credit Retailer. Article tells about "Talking Books," recorded literary works, and about electrical transcriptions in general.

Norfolk Junior Chamber of Commerce Radio Committee arranged and delivered a series of Social Hygiene talks over WTAR Norfolk last week in co-operation with City Health Department.

When John Carl Morgan, announcer for WTAR, Norfolk, went to his favorite beach spot near his home at Ocean View for his daily swim the other day, he saw the body of a ten-year-old boy floating near shore. Morgan, a Red Cross examiner, recovered the body at once and administered artificial respiration until the fire department arrived on the scene with pulmotor equipment, but all efforts were of no avail.

When the Nordic Hour, half-hour Scandinavian program, was presented last Monday over KIRO, Seattle, it marked the fifth anniversary of this broadcast, believed to be the oldest Scandinavian program in continuous existence. Broadcast is emceed by Gus Bachman and features Scandinavian music, all announcements being in the Swedish language.

Sunday's Columbia Workshop airing of "A Night at an Inn" was the second Lord Dunsany play to be broadcast by the Workshop. "Gods of the Mountain" was the previous one. Radio Events Inc. handles the English playwright's radio rights in this country.

Milton Berle has hatched out another song, this one entitled "Let's Begin Again." Written in collaboration with two other writers.

Tri-States Theaters, Omaha, off the air since Exploiteer Charlie Schlaifer's "Hollywood Tattler" program was abandoned nearly a year ago, has taken spot announcements to advertise the Mills Brothers' appearance on the Orpheum stage the week

TWO 50,000-WATTS PLANNED IN CANADA

(Continued from Page 1)

the government that all new leases and increases in power be limited to 1,000 watts for private stations. It is also suggested that within the next two or three years additional high powered stations will be erected in the Maritimes and Rockies, as also a high powered short wave station.

SAN ANTONIO

KMAC has a new Sunday afternoon program known as "Juvenile Stars," under the direction of Nell Semaan, accompanied by Beatrice DeLeon at the piano. Idea is to teach youngsters microphone technique with regular voice training over the air.

KONO has a new weekly program called "Zig and Zag" composed of Ted Brown at the organ and Johnny Williams on the violin.

The Sunday Express is now devoting a full page to music—musicians and radio, including local and out-of-town news notes from the studios.

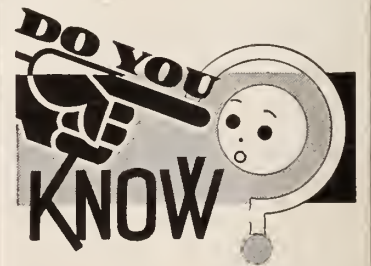
of May 28 with Count Berni Vici's "Spices of 1937."

Allen Prescott received a severe shaking up, luckily escaping serious injury, just out of Stamford while driving back to New York from a week-end at Cape Cod. His car was forced off the road into a shallow ditch when a tire blew out and all but overturned before he was able to bring it to a stop.

Bert Lahr has made up his mind to make California his permanent home, should his picture making plans turn out to his satisfaction. In keeping with this decision, he has not closed for any fall production in the East.

Lee Morse, vocalist, has been held over indefinitely at Chez Paree in East Omaha.

"Sealtest Party," now heard Sunday nights, will originate in Cleveland on June 13. Reason is James Melton playing that city, both vaude and Great Lakes Exposition, about that time.



Average radio listening time of American families is 5.1 hours daily.



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 77

NEW YORK, N. Y., THURSDAY, MAY 27, 1937

FIVE CENTS

Switch Ford Show Again

Looking On AND LISTENING IN

SURVEYS Falling victim to survey-itis, we ransacked our belfry for a system of fact-finding that would be minus doubts and uncertainties as to the value of radio advertising, and finally hit upon something that looks about as fool-proof as any batch of figures can be.

We dug up the latest financial reports of some leading air sponsors, with findings as follows:

Chrysler, with one of the premier ether programs (Major Bowes), earned \$14.25 a share last year, against \$8.07 the year before and \$2.19 and \$2.78 in the respective preceding years.

Texas Corp., with Eddie Cantor as Mayor of Texaco Town, shows \$4.10 a share net last year against, respectively, \$1.85, \$.64 and a deficit of \$.05 a share.

Procter & Gamble earned almost as much in the first six months of its current fiscal year as it did in the entire year of either 1935, 1934 or 1933.

General Foods with Jack Benny, the Maxwell House Showboat, "We, the People," etc., did \$2.71 a share last year, against \$2.23, \$2.12 and \$2.12 in respective preceding years.

Ford netted \$7.65 a share last year, against \$1.03 the year before.

General Motors' past four-year per share figures are \$5.36, \$3.70, \$1.99 and \$1.72; Firestone, \$3.28, \$1.53, \$.71 and a \$.21 deficit; Bulova, \$.74 in the first nine months of the present fiscal year, against \$2.29 the year before; Borden, \$1.80, \$1.10, \$1.02, \$1.06; Coca Cola, \$4.66, \$3.48, \$3.12 and \$3.20.

Space brings us to a halt, but you get the idea.

Sponsors don't need to wonder if radio advertising is doing them any good.

The answer is right in their ledgers.

WCKY Talent Search

Cincinnati—A ten-week radio talent search will be launched June 8 by WCKY through the medium of a "Stars of Tomorrow" contest in cooperation with the Liberty Theater, Covington, Ky. Both professionals and amateurs are eligible for the contest, which carries cash awards of \$250. Winners will appear at theater for three days.

EDYTHE MELROSE JOINING STREET-FINNEY AGENCY

Edythe Fern Melrose joins the Street & Finney advertising agency the latter part of this week with title of Radio Director. Miss Melrose who has been with Pan-American Radio Corp. for some months also has her own commercial on the air via WMCA in "Charm in Women" and is regarded as an expert in this particular field. Before joining Pan-American, she was station manager of WJAY, Cleveland.

Street & Finney agency, handling various radio accounts as well as others, will increase their radio activity and create a large department to handle the increased scope being planned.

Krank Starts Pantages On CBS Coast Stations

A. J. Krank Co., St. Paul (toilet articles) yesterday began "Lloyd Pantages Covers Hollywood," a gossip program, on the five CBS Pacific Coast stations, Wednesdays, 7:30-7:45 p.m. PST. Series originates from KNX and is signed for 52 weeks

(Continued on Page 3)

Eddie Stanley to Head Texaco Summer Program

The Texas Co. has selected Eddie Stanley, comedian, to head the summer show which is set to replace Eddie Cantor beginning June 6. Cantor, whose last airing is May 30, will introduce Stanley on his last broadcast. Others to appear regularly on the summer series are Pinky Tomlin, Ella Logan, Igor Gorin, Jacques Renard

(Continued on Page 3)

New High In Free Radio Time Gives Picture 935 Minutes

New Station at Troy Makes Four for Wilder

Syracuse, N. Y.—Licensing of a new station at Troy, N. Y., by the FCC adds a fourth station to the group controlled by Col. Harry C. Wilder and associates. The Wilder

(Continued on Page 3)

Saturday Night "Universal Rhythm" Being Moved to Spot Vacated by the "Sunday Evening Hour"

John Mayo to A.R.S.

John Mayo, formerly with CBS for four years and at one time manager of WNOX, Knoxville, has joined Advertisers' Recording Service, Inc., makers of instantaneous recordings, as sales manager.

NEW JACK OAKIE SERIES BEGINS SEPT. 28 ON CBS

R. J. Reynolds Tobacco Co. (Camel cigarettes) has renewed Jack Oakie for a new series of programs to begin Sept. 28. Oakie is scheduled to leave the air after his broadcast June 22. The present program, airing over a CBS network of 80 stations Tuesdays, 9:30-10:30 p.m., will be replaced for the summer by a program headed by Benny Goodman and his orchestra with guest stars. The summer series, which begins

(Continued on Page 3)

Lambert Test Campaign On Two K. C. Stations

Kansas City—Lambert Pharmacal Co., St. Louis, is using two stations here, WDAF and KMBC, in a test campaign for Listerine brushless shaving cream.

Arthur Killick is featured in the WDAF show as Fatty Lewis, a humorous character. Margaret Hillias,

(Continued on Page 3)

Ford Motor Co. will shift its Saturday night "Universal Rhythm" program into the "Sunday Evening Hour" spot on CBS when the latter fades for the summer June 13. The move marks the second time within the past six weeks that the "Universal Rhythm" program has undergone a major change. On April 17 the show switched from an NBC network to its present spot on CBS and began airing over a hook-up of 13 stations from 7:30-8 p.m. with a repeat airing from 10:45-11:15 p.m. which was heard over 78 stations.

The Ford Sunday Evening Hour, (Continued on Page 3)

FEENAMINT RETURNS SEPT. 7 ON MUTUAL

Feenamint account is due back on the air over Mutual network on Sept. 7, at 7:30-8 p.m. This will be the first time in years that the account has been heard other than on a Sunday evening.

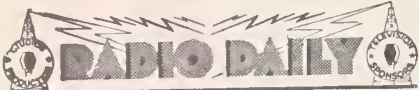
Talent set so far is Arnold Johnson orchestra, and strong possibility of a tieup with the Macfadden publication "Movie Mirror".

Lucky's "Hit Parade" Extended Through July

American Tobacco Co. (Lucky Strike cigarettes) has extended its CBS contract for the Saturday 10-10:45 p.m. "Your Hit Parade" program until July 31. Program is aired by 84 stations. Lord & Thomas is the agency.

Short Wave Cantor

Sunday's broadcast of the Eddie Cantor program on CBS, with Leslie Howard as guest star, will be shortwaved over W2XE to England at the request of Cantor and Howard, the reason being their desire to have their friends, Jack Buchanan and Elisabeth Bergner, listen in. Both Cantor and Howard will make pleas for world peace.



(Registered U.S. Patent Office)

Vol. 1, No. 77 Thurs., May 27, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mercereau, Treasurer and General Manager; Chester B. Balin, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk and Verne Bailey, 6425 Hollywood Blvd. Phone Granite 6607. Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

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FINANCIAL

(Wednesday, May 26)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	168	167 1/4	167 3/8	— 5/8
Crosley Radio	22	22	22	—
Gen. Electric	54 1/4	52 7/8	53 3/8	— 3/8
North American	25 3/4	25 1/4	25 3/4	+ 5/8
RCA Common	9 1/8	9	9 1/8	+ 1/8
RCA First Pfd.	69 3/8	68 1/2	68 1/2	— 1
RCA \$5 Pfd. B.	(75 Bid)			
Stewart Warner	19	18 3/4	18 3/4	— 1/4
Zenith Radio	33 1/4	33	33	+ 1/4

NEW YORK CURB EXCHANGE

Hazeltine Corp.	3	3	3
Majestic	3	3	3
Nat. Union Radio	3	3	3

OVER THE COUNTER

	Bid	Asked
CBS A	54 1/4	56 1/4
CBS B	53 1/4	55
Stromberg Carlson	14	15

NBC Is Reducing Prices On Reference Recording

NBC transcription department, effective June 1, will reduce the price of reference recording and allow discounts up to 15 per cent on quantity orders. Reference recordings are used by sponsors, artists, bands, etc., for recording broadcasts for future reference.

BIRTHDAYS

May 27

Greetings from Radio Daily to

Evelyn Morin
Don Mario
Florence Sperl

Radio News Flashes in Downtown Show Window

Cedar Rapids, Ia.—WMT not only is giving its listeners about a dozen news periods daily, but is making it possible for the folks to get late flashes even when they are out shopping and away from their radios.

A large illuminated bulletin board has been placed in a downtown show window. Station posts all late bulletins on the board throughout the day to attract attention of shoppers. Special announcements scheduled calling listeners' attention to the bulletin board to get their news while downtown and away from their radios.

Pearce Begins Airing From Road on June 8

Al Pearce and his gang will begin their road tour broadcasting June 8 with their regular show for the Ford Motor Co. emanating from Detroit on that date. Chicago, Denver, San Francisco and Los Angeles follow in order, with the show scheduled to stay in Los Angeles for nine weeks. Program is heard Tuesdays, 9-9:30 p.m. over the CBS network. Tom Foley, of the N. W. Ayer & Son agency, will accompany Pearce.

Thomas Airing En Route

Lowell Thomas, one of five Movie-tone News delegates to the annual 20th Century-Fox sales convention, will keep his radio schedule intact by broadcasting from convention headquarters in the Ambassador Hotel, Los Angeles, and by making five other broadcasts from four different cities en route and on his return.

Thomas leaves New York by plane today, and will broadcast on his regular program over NBC-Blue network from Chicago tomorrow. After addressing the convention in Los Angeles on Monday he will go on the air directly from the ballroom of the Ambassador. Leaving by train that night, Thomas will stop in Denver for a broadcast Wednesday night, in Chicago the following night and then Cincinnati. He will miss only one broadcast out of six, that scheduled for June 1.

Transradio for WMT

Cedar Rapids, Ia.—WMT has completed installation of Transradio teletype service, airing news programs and special bulletins and flashes from 6 a.m. to midnight.

Program Director Doug Grant has listed 11 news programs daily, with more in the offing. Special flashes are given every hour.

Benne Alter has taken over the early morning spot, with Grant and Ray Cox handling the remainder.

Annapolis Naval Ball on WFBR

Baltimore—WFBR has arranged to pick up the June Ball from the U. S. Naval Academy at Annapolis, and will feed it to the NBC-Red network on June 2 at 10:05-10:30 p.m. This will be the first time the event has been aired. Stewart Kennard, WFBR special events man, made the arrangements.

Kasper-Gordon Handling Additional Disk Series

Boston — Additional transcription series being released by Kasper-Gordon Studios, Inc., local transcription firm, include "Treasure of the Lorelei," series of 26 pirate adventure stories designed for juvenile appeal; "The Green Valley Line," railroad melodramas in 26 quarter-hour episodes, and "Honor the Law," police thriller enabling tieups with safety campaigns.

Kasper-Gordon also is handling several series of 30-second skits, produced by Walter Biddick in Hollywood, for jewelers, laundries, dry cleaners, bakeries, loan companies, used car dealers, etc. The skits are lively dramatizations.

Latonia Races on WCKY

Cincinnati — All-Sports Review heard over WCKY at 3:15-5:30 p.m. will have an added feature starting Saturday when Latonia Race Track opens. WCKY will broadcast daily the feature race at the famous old Kentucky course.

Another popular sports feature of last year, which returns to WCKY on May 31, is "Who's Who in Racing". On each program, racing officials, owners, trainers and jockeys are interviewed. This three-a-week program will originate in WCKY's Netherland Plaza Hotel studios.

Theater Series on WTAR

Norfolk — Granby Theater broke precedent by contracting for a series of regular spots over WTAR. Hereafter all theater business has been heavy air plugging for special box-office attractions. Granby Theater spots will run weekly for 13 weeks.

Maslin Joins Marschalk-Pratt

Frederick G. Maslin, formerly of the Advertising Associates of Boston, has joined the Marschalk & Pratt, Inc., advertising agency. Maslin had been connected with industrial advertising for many years prior to his joining Advertising Associates.

Another Ameche Goes West

Chicago—Jim Ameche, brother of Don Ameche, leaves for Hollywood tomorrow. Jim has been playing the lead in NBC's "Jack Armstrong." On the coast he will take a screen test with Warners.

Joins CBS Press Department

William Slocum, formerly with the World-Telegram, has been added to the CBS press department staff.

COMING and GOING

DR. WALTER DAMROSCH, NBC music counsel, sails aboard the Rex on Saturday with MRS. DAMROSCH for a month's vacation in Italy and France. They will return on the Normandie, sailing from Havre July 7. On June 25, in Paris, the famed conductor will attend the International Music Educators' Conference.

WALT FRAMER and NAN GRAYSON, starred on the Pittsburgh Backstage program on WCAE, will spend their vacation in California, beginning the last week in June and lasting four weeks.

PAUL WING, NBC spelling master, is at Athens, O., today, airing the Spelling Bee from the banks of the Ohio River.

HUGH STUDEBAKER boards the Sante Fe Chief in Chicago tomorrow for Hollywood, where he will resume his characterization of Silly Watson on the Fibber McGee and Molly program.

CHRIS ROBBINS, father of Gus Arnheim's vocalist, June, and who has been in New York for the past week to visit his family, returns to New Orleans today.

AL SHAYNE leaves tomorrow for a week-end in West End, N. J.

FRANK CURLEY and his daughter, ROSE MARIE, leave today for Lakeville, Conn., for the week-end.

A. B. SCHILLIN, head of Schillin Advertising Corp., with MRS. SCHILLIN and MR. and MRS. S. HALPERN of the Haupt firm, will leave tomorrow for a cruise to Virginia Beach.

TEDDY HILL left on the Lafayette with his orchestra to appear at the Ambassadors in Paris.

SHEP FIELDS and his band arrive tomorrow from Pittsburgh and begin an engagement at the Surfside Club, Atlantic Beach.

RICHARD WEED of the Amsterdam Artists Service is on the west coast on business and is expected back in New York on June 15.

JAMES L. SAPHIER goes to the coast next week on business.

ALFRED H. MORTON, NBC manager of owned and operated stations, returns to Radio City today after trip to Springfield and Boston, where he visited WBZA-WBZ studios.

TOM FOLEY of the N. W. Ayer & Son radio publicity staff left town last night to accompany the Al Pearce show west for the next five weeks. He is in Philadelphia today. Pearce gives a show there for Ford dealers.

General Motors Show Fading for the Summer

General Motors will terminate the "General Motors Symphony Concerts" for the summer months, effective June 6. Program is heard on the NBC-Blue network, Sundays, 8-9 p.m. Series will be resumed again in September, it is understood.

JERRY COOPER

HOLLYWOOD HOTEL
CBS

FRIDAYS 9 P. M. EDST.

PROPRIETARY ASS'N WINDS UP CONVENTION

At the concluding session of the Proprietary Ass'n convention held yesterday at the Hotel Biltmore, the entire afternoon was devoted to a symposium of advertising representatives dealing with the control of drug advertising.

John W. Bates, a WOR employee who handles auditions and is a contact between the station's program and sales department, spoke for Mutual. He charged that a Proprietary Ass'n member, when asked to change his commercial announcement, refused and so did his advertising agents. MBS solved the problem, Bates declared, by changing it themselves.

Bates also got involved in the merits of radio versus magazines before he concluded his talk. Lee Bristol, of Bristol-Myers and chairman of the meeting, tried to clarify Bates' remarks concerning magazines and said that the meeting had no intention of discussing the merits of any medium.

Janet McRorie, NBC director of continuity acceptance, told the association that the primary thought that must be kept in mind when writing radio commercials is, "how is it going to sound?" not, "how is it going to look?" Miss McRorie also stated that NBC listeners frequently write in to the network regarding commercials and the leading complaint is the over-statement or exaggerated claims some sponsors make for their products. Other listeners ask, "We buy the product; why say so much about it?" Repetition of words is another cause of listener complaints. The practice of some sponsor's ordering their announcers to "yell" their wares over the air is another sore spot with the consumer, she said.

Generally speaking, Miss McRorie, concluded, very little trouble is experienced with NBC advertisers, but a few still hold out for the "scare'm, sell 'em copy."

John Benson, president of the AAAA, explained what agencies were doing along the lines of copy control and pledged his cooperation with the association.

Whimsy On the Air

Chicago—The Rev. Henry Scott Rubel, former local rector and now of Glendora, Cal., has written a dramatic whimsy for Princess Pat cosmetics, bowing in tomorrow over WMAQ, in which Pat, a talking lipstick, and Hank, a chattering handkerchief, detail their romance in a milady's bag. Loretta Poynton and Harold Peary will interpret the lippy characters. Rev. Rubel writes under the name of Hal Raynor for Joe Penner.

NEW PROGRAMS—IDEAS

Reverse Swing and Classics

Extremely popular is the new Dale Evans piano feature, "Swing and the Classics in Reverse," now being aired over WSJS, Winston-Salem, N. C., Thursdays 7-7:15 p.m. Highly entertaining, the program is also educational in showing the relation between modern swing and the music of the masters.

Dale plays the new favorites as they would have been interpreted by famous composers, swings their compositions in the modern manner, adds her own inimitable touch to the whole, finds the result very interesting both to herself and her listeners.

When some fans protested "swinging the classics," Dale built a new show reviving favorites of former years with radio audience guessing the titles. More listeners protested cancellation of "Swing and the Classics in Reverse," so many, in fact, that the program was continued with "Tune Guessing" set to air regularly at an early date, also.

Eddie Stanley to Head Texaco Summer Program

(Continued from Page 1)

and his orchestra and James Wallington, Bobby Breen and Deanna Durbin will remain on the show for two weeks after Cantor leaves, then they will vacation until September when the present line-up is scheduled to return. The summer series will be produced by Cantor, although he himself will not be heard on the air. Program is heard over the CBS network Sundays 8:30-9 p.m. on a hook-up of 75 stations with a repeat at 12 Mid.-12:30 a.m. to a west coast network of 12 stations.

New Station at Troy Makes Four for Wilder

(Continued from Page 1)

group now includes WSJR here; WJTN, Jamestown, N. Y.; WNBX, Springfield, Vt., and the new Troy station, which will operate on 950 kc. with 1 kw. power. Construction of studios and transmitter at Troy is to begin immediately.

WGCN Opening Biloxi Studios

Gulfport, Miss.—WGCN soon will open its new studios in the Buena Vista hotel, Biloxi. The station maintains two sets of studios, one in the Great Southern Hotel here and the other at Biloxi, so as to cover both of these nearby gulf coast communities. Transmitter is at Mississippi City. The 250-watt station will continue its policy of playing up local events in broadcasts, especially news events, when practicable, so as to keep the local angle of the station before its auditors.

"Yours Fraternally" on WBBC

Practically every American organization of importance is represented on the WBBC program known as "Yours Fraternally", heard every Saturday at 7:30-9 p.m. The programs are intended to acquaint listeners with the aims and purposes of the various institutions and clubs and those participating in the series include the U. S. Chamber of Commerce, the Brooklyn Bar Association, Grand Jurors Association, Girl Scout Federation of Greater New York, Reserve Officers Training Corps, Industrial Home for the Blind, Odd Fellows, Elks, Masons and similar groups. The programs are under the direction of Bert Child.

Garden Program on CBS

A new CBS sustainer makes its bow Saturday, to be heard once a week on that day at 10-10:15 a.m. Program will feature Ruth Cross, garden authority, who will offer regularly seasonal tips to gardeners.

New Jack Oakie Series Begins Sept. 28 on CBS

(Continued from Page 1)

June 29, will be cut to half hour, 9:30-10 p.m., but will retain station line-up. With the broadcast of Sept. 28 the show will resume its full hour period and its present talent lineup. Goodman will begin the new series in New York, but will broadcast from different cities across the continent when he goes on tour later in the summer. Programs will air from Hollywood when fall series begins.

Lambert Test Campaign On Two K.C. Stations

(Continued from Page 1)

Ellis DeLong and a male quartet complete the quarter-hour show, aired twice weekly. Spot announcements are being used on KMBC.

Sponsor has a script show all lined up for a national network presumably for Listerine, the antiseptic, but is holding off until a good spot becomes available. Lambert & Feasley Inc., New York, is the agency.

NBC Promotes Gilbert Ralston

Gilbert Ralston, NBC guide, has been promoted to the transcription department staff.

DON KERR

MASTER OF CEREMONIES
GENERAL MILLS SPORTS PARADE
WMCA

2:30 to 5:30 P. M. DAILY
36 COMMERCIAL HOURS WEEKLY

FORD IS SWITCHING 'RHYTHM' TO SUNDAYS

(Continued from Page 1)

as per its annual custom, fades for the summer after a 39-week series, and its 9-10 p.m. spot will, for the first time, be filled by the same sponsor who will retain the 95 stations now on the network. Although the present 13-week contract for "Universal Rhythm" is not up until July 10, it is believed that the sponsor will have no trouble cancelling early. Present talent line-up will be retained for Sunday show and a chorus will be added. Guest stars are also contemplated. N. W. Ayer & Son is the agency handling the account.

935 Minutes Free Time Garnered by One Film

(Continued from Page 1)

utes of time, over 19 stations and five network boosts.

Schedule reveals two contests on WVFW and WARD, on photos of Fred Astaire and Ginger Rogers; two contests on WINS and WAAT, for best letters, winners getting passes to the show; four interviews, Erno Rapee on WHN, Gene Snyder on WINS' Postal Theater Guide; two by DeWard Jones of Music Hall press department; also reviews on WABC, WOR, NBC, WMCA and Inter-City web; WEVD and WNEW plugging the picture tunes month in advance, also reviewing the film when it opened; WBBC and WCNW reviews and advance spot announcements.

As expected Fred Astaire program on NBC (Packard) did advance work a month ahead, apart from credits for the picture's tunes being used on the major nets.

Krank Starts Pantages On CBS Coast Stations

(Continued from Page 1)

through Milton Weinberg Advertising Co., Los Angeles. Series is in addition to the CBS program in the mid-west sponsored by the same company.

Jolson as Napoleon

Al Jolson will enact the chief role in Arthur Caesar's play, "Napoleon's Barber," in his "Cafe Trocadero" program over CBS on Tuesday, 8:30-9 p.m.

BARRY WOOD

Presented by

DRENE
WJZ

EVERY THURSDAY 7:45 P. M.

Personal Manager
MATTY ROSEN

NEW BUSINESS

Signed by Stations

Boston

WNAC: Colgate-Palmolive-Peet, 32 participations in Yankee Network News Service, five days weekly, on various stations, through Benton & Bowles, N. Y.; Procter & Gamble (Drene), disks, through H. W. Kastor & Sons, Chicago; Dodge, disks, through Ruthrauff & Ryan; Armand Co., Des Moines (face powder), spots, through Collidge Adv'g Agency, Des Moines; Eastern Racing Ass'n (Suffolk Downs), spots, through Ingalls Advertising, Boston; Hemphill Diesel Engineering School, Boston, six 15-min. programs, through R. H. Alber, Los Angeles, on five network stations; Chevrolet, renewal, through Campbell-Ewald, Detroit; Moxie Co., Roxbury, 20 participations in Yankee Network news service.

WAAB: Skol Products (sunburn lotion), 52 quarter-hour programs, through Peck Adv'g Agency, New York; Community Dentists Inc., 312 participations in News Service, through Commonwealth Adv'g Agency; Hecker Products (Force), spots, through Erwin Wasey & Co., N. Y.; Adams Hat Stores, N. Y., Blair-Sabatino fight from N. Y. Hippodrome, through Glicksman Adv'g Agency, N. Y.

WSJS, Winston-Salem

American Oil Co., 112 spots, through Joseph Katz Co.; Dodge, disks, through Ruthrauff & Ryan; Brown & Williamson Tobacco (Avalon), six 15-min. sports resumes and renewal of Raleigh-Kool through July 4, BBD&O; Chevrolet, renewal through Sept. 23, Campbell-Ewald; Carter's Little Liver Pills, 52 weeks, six spots weekly, renewal, Street and Finney.

WTAR, Norfolk

Sears-Roebuck, "Hollywood Spotlight," 26 times, leased from Transco; Chrysler (Dodge), "Dodge Presents," 13 times; Chesapeake Auto Supply Co., "Extra Margins of Safety," 15-min. thriller, eight times, for Penn-zoil.

WMAQ, Chicago

Chrysler (Dodge cars), Frank Morgan disks, through Ruthrauff & Ryan; Association of Pacific Fisheries, spots, through J. Walter Thompson.

WNEW, New York

Alkine Laboratories, 16 weeks on "Make-Believe Ballroom," thrice weekly, through Schillin Adv'g agency.

Annunciator for Announcers

Drop-in studio listeners at WMBH, Joplin, Mo., wanted to know which announcer was on duty. WMBH engineers devised a cabinet with the names of the staff announcers, each name being illuminated. Top plate reads "On Duty." Switches in announcer's booth enable announcer to change the name of the man on duty—the old vaudeville name card brought up to date.



● ● ● After all bets were down and they were coming down the home stretch for the Lucky Strike "Hit Parade" vocal job, Stuart Allen was called in to audition—so HE starts June 9 in place of Buddy Clark.... Murray Korman's "Studio Party" featuring gueststars and show girls gossiping while allegedly being photographed by Korman will take the air in the fall, sponsored by a cosmetic manufacturer....With all the top-notch bands being aired from WGN, WMAQ, WENR, WLS and WBBM in Chicago, Eddie Wolpin, Charlie Warren, Jonie Taps and Rocco Vocco, New York "contact man," will invade the Windy City to contact the Duchins, Dennys, Brings, etc....George Olson opens next Friday at the Coconut Grove in Los Angeles with his OWN band—and will return to open at the International Casino on Broadway in August....Jolly Coburn will be aired once weekly via NBC from the Clairemont....Carl Mark, WHK, Cleveland announcer, must have company when he drives his car—some one to pull the choke—that's the reason for word-slinger Guy Wallace always in Mark's auto....Ben Larson of Ruthrauff & Ryan was rushed to the hospital late yesterday afternoon for observation.

● ● ● A stage hand finally got on the air last week in Indianapolis....Jack Stilwell, broadcasting his "On the Aisle" show over WIRE, had moved into the Lyric theater for an interview with the Mills Brothers....They were singing, when suddenly the "p.a." system began pounding away in the background, calling instructions to vaudeville artists....However, the Mills brothers unconcernedly went ahead with their rendition of "Swing For Sale"....Pre-summer aid for weary radio columnists is already at hand....All they have to do is mark an "X" on the return card and back comes a column with the by-line of your favorite comedian or singer....Bob Taplinger offices have gone a step further this year and organized the Committee for Radio Editors' Summer Relief.

● ● ● About \$15,000 worth of sound effects equipment is being prepared here at CBS to send to Hollywood....Announcer Kenneth Roberts was in an auto smack-up with actress Minerva Pious the other a.m.... Charles King is being feted tonight at Leon and Eddie's, instead of Sunday, which is a holiday....Mickey Alpert will use "Keep Punching" as a tag-line during his airings....Ray and Grace MacDonald of "Babes in Arms" appear via WINS this morning....Zeke Manners is set for a summer network show....Songwriter Irving Kahal will turn over ten per cent of his royalties on "The Night Is Young" to Spanish Loyalists....Jane Pickens has been awarded another Fellowship at Juilliard Institute, making it her third in a row.

● ● ● Clair Shadwell, who runs the Musical Clock for WBT, Charlotte, has proof that "once an announcer, always an announcer" is correct....Shad was ill recently with the flu and his temperature rose to 103 (with options). While burning with fever and shivering with chills, he announced every commercial he ever had on the air. When he finished, Mrs. Shadwell reports, he started in on the recordings and transcriptions...."And by the time he began to get well," she said, "his poor brain was so overworked that all it could prompt him to say was 'it certainly is a mess, it certainly is a mess'"....WIS, Columbia, S. C., recently had their entire staff on the air. Vic Lund and Frank Burger, announcers, air-toured the studios and offices with a mike, and had everyone from porter to head man.... Some thought that Vic was kiddin' when he interrupted their work with the plea to say something into the mike—and plenty had red faces when they heard that what they DID say was REALLY aired. Program clicked big with the dialers.

Coming Events

May 14-30: Syndicate Professionel des Industries Radioelectriques 14th Annual Salon, Palais Neo-Parnasse, Paris.

May 15-31: Radio and Television Fair, International Exposition Grounds, Paris.

May 24-28: Society of Motion Picture Engineers, spring convention, Roosevelt Hotel, Hollywood, Cal.

May 28: Meeting of Seattle Section of Institute of Radio Engineers. James Wallace, KVI, chairman.

June 1-10: Radio-television exposition, Moscow.

June 4: Actors Equity Ass'n annual election.

June 5: Annual meeting of the Texas Broadcasters Ass'n, Texas State Hotel, Houston.

June 10-17: British Television exposition, organized by Radio-Electrical Industry of Great Britain, South Kensington Museum, London.

June 14: American Federation of Musicians' annual convention, Louisville, Ky.

June 20-23: National Association of Broadcasters' annual convention, Hotel Sherman, Chicago.

June 20-23: Advertising Federation of America's 33rd annual convention, Hotel Pennsylvania, New York.

June 21-24: American Institute of Electrical Engineers' convention, Milwaukee.

June 21-24: Summer Convention of the Canadian Electrical Convention, Banff, Alberta.

July 12-17: International Congress of Short Waves, Vienna.

Aug. 2: Semi-annual meeting of the American Radio Telegraphers Association, New York.

Nov. 26: Inter-American Radio Conference, Havana.

Stewart Quits FCC to Join Nat'l Research Council

Washington Bureau, RADIO DAILY

Washington—The retirement of Dr. Irvin Stewart as vice-chairman of FCC at the end of his term, June 30, was disclosed yesterday in an announcement by the National Research Council. He is to become director of the Committee on Scientific Aids to Learning, a Council adjunct.

Dr. Stewart was appointed by President Roosevelt in 1934.

The Committee will maintain headquarters in New York City. It will first undertake a survey of the work and experience of the National Advisory Council on radio in education.

WITH THE ★ WOMEN ★

By ADELE ALLERHAND

IN the natural course of radio events, it would appear there ought some day to be a Juvenile Hall of Fame.... which should harbor, at least in effigy ...Walter Tetley, the bairn who appears on the Fred Allen program, Jimmy Donnelly and Janice Gilbert, co-thespians in "The O'Neills" and the Helen Menken opus, Jimmy McCallion and Audrey Eagan of "Billy and Betty," and Junior O'Day, who graces "Give Us the Funnies" and "Billy and Betty" both.... also Tommy and Andy Donnelly, youthful free lance kin of Jimmy of that name, and Arthur Anderson, the Tommy of "Bambi".... Winifred Toomey and Pat Ryan of the Madge Tucker histrionic outfit, and Jackie Kelk youthful scion of "The Gumps".... In addition, there's Billy Halop, who scored in "Dead End," now working on the flicker of that name, Bobby and Billy Mauch, currently cinematic in the "Prince and the Pauper.... Evelyn Levy, mentioned here yesterday ...and sub-sub-sub-deb Betty Philson, the Little Eva of "Sweet River."

Kay Arnold, who together with brother Buddy, is an easy-on-the-ear feature of WMCA's "Grandstand and Bandstand" program, came to radio via high school.... Has an ingratiatingly low contralto voice tucked away in a diminutive frame Goes on the air 6 or 7 times an afternoon, on account of she and Buddy have a program of their own too... Began by winning Feenamint Amateur Hour contest.... Went commercial when overheard accidentally by sponsor.... The Arnold duo squabble over song arrangements (Buddy's work) but grow calm when they reach studio sanctuary.... Like their work.... Present ambition—to do more of the same.

Lily Pons to give a mass interview to high school journalists June 1 at CBS Theater No. 1.... The undergraduate fourth estaters insisted, so La Pons decided to do it that way.... June Aulick absent from CBS press dept. because of tonsil curtailment commitment.... Too bad, June.... Adela Rogers St. John is planning to spend from Friday to Tuesday in Cleveland visiting with husband Pat O'Toole's family.... She'll broadcast from there next week.... Vivian Shirley's June 1 air-guest over WNEW will be Buda (Maxon's) Baker.



"MELODIGRAMS"

Postal Telegraph
WINS—N. Y. State Broadcasting System, Wednesdays, 6:45-7 p.m.

TUNEFUL PROGRAM OF POP MUSIC AND TRIBUTES TO EMPLOYEES.

This Wednesday program in the three-way series just launched by Postal is dedicated to employees deserving mention for distinguished service. First to be cited was a messenger boy who performed commendable service during the Ohio Valley flood earlier this year.

Embellishing this nice good-will gesture is a batch of popular music, with Louis Katzman's orchestra doing its usual good job of providing the structure, while Emile Renan, a good baritone, and Dorothy Kirsten, an equally pleasing soprano, contribute the vocals.

Program is a fine institutional gesture as well as agreeable light entertainment.

"MILLSTREAM"

Sustaining
WHN, Tuesdays, 8:45-9:15 p.m.

SERIAL WITH SMALL-TOWN SETTING MAKES FAIRLY GOOD START.

Employing an ample cast, and moving with fair speed toward dramatic interest, this new serial play started off auspiciously enough. It has a hinterland locale, and after some brief preliminaries to spot a few characters, the action is given a melodramatic hypo in the form of a mysterious murder, which is always a dependable device for promoting a little suspense. And so to the work of probing the who, why and other facts of the case.

Albert F. Brown is the author of the script, while members of the cast include Harold Willard, Robert Travers, Betty Skinner, Gail Henshaw, Jerry Blake, Lucy Forbes, Joan Danton, Louis Krugman, Florence Schilling and others.

"THE MEADE FAMILY"

Postal Telegraph
WINS—N. Y. Broadcasting System, Mondays, Tuesdays, Thursdays, Saturdays and Sundays, 6:45-6:50 p.m.

BRISK FIVE-MINUTE DOMESTIC SHOT PUTTING OVER MESSENGER SERVICE.

This brief program is the small end of a three-part Postal Telegraph series, the other two portions being 15-minute shots aired once weekly.

Opening presentation, enacted in a typical family setting, carried announcement of Postal's messenger service and its lowered night letter rates. On the former score, it was brought out that it's cheaper to call a messenger than to take up the time of high-salaried employees for errand work.

Jack Oakie

Olsen and Johnson gave a lift to Jack Oakie's show on CBS at 9:30 Tuesday night. Their daffy comedy was a bright spot on the program. After a rather haphazard introduction and very brief shot in the first half of the program, they came back in the second half for a more substantial portion, which was the liveliest part of the show. Judy Garland, talented young singer, Shaw and Lee and the orchestras of Benny Goodman and Georgie Stoll also contributed.

Al Jolson

Parkyakarkus (Herry Einstein) delivered the highlight of Tuesday night's Al Jolson program over CBS at 8:30. Singing a parody on "Let's Call the Whole Thing Off," Parky not only panicked the studio audience, but it was the kind of stuff that got across to the outside listeners as well. A parody by Parky should be a "must" on every Jolson program. Due to Martha Raye being ill, the Scotch lassie Ella Logan stepped in and gave Jolson a nice bit of assist.

Al Pearce

The brand of blackface comedy dispensed by Swor and Lubin went over swell on the Al Pearce program Tuesday night at 9 over CBS. Nick Lucas, Tizzie Lish and the rest of the Al Pearce gang did their usual duty.

Ben Bernie

In addition to the welcome organ work of Mr. and Mrs. Jessie Crawford, Tuesday night's Ben Bernie show on the NBC-Blue at 9 had a harmony aggregation called the Vass Family from down south, who did a novelty number that was most refreshing.

"Good Time Society"

The 11-11:30 p.m. NBC-Blue network spot on Mondays has been considerably enlivened by the "Good Time Society" aggregation. Chick Webb's orchestra, Juano Hernandez as narrator, the Juanita Hall Choir and baritone Edward Mathews always provide a volubly rhythmic half-hour.

Jean Sablon

As good a reason as any for staying up an extra quarter-hour at night is to hear the French troubadour, Jean Sablon, now heard at 11:15-11:30 p.m. on Mondays and Fridays over the NBC-Red network. Sablon's intimate and romantic style of crooning is pleasant stuff, especially for feminine ears.

Hugo Mariani

Emanating from the French Casino, the Hugo Mariani orchestra provides some varied rhythms ranging from the blaring and exotic to the smooth and languorous. It's an unusually

GUEST-ING

JACK PEARL and CLIFF HALL on "Nine O'Clock Revue," May 30 (WOR, 9 p.m.)

HELEN GLEASON, on "Your Hit Parade," May 29 (CBS, 10 p.m.)

MRS. PATRICK CAMPBELL, LUCILLE BROWNING, STUART CHURCHILL and ALLAN ROBERTS, on "Hammerstein Music Hall," June 1 (CBS, 8 p.m.)

EDITH WILSON, Harlem torch singer, on Louis Armstrong program, tomorrow (NBC-Blue, 9 p.m.)

ANNA MAY WONG, FLORENCE REED and JOE LAURIE, JR., on Rudy Vallee show, tonight (NBC-Red, 8 p.m.)

ED SULLIVAN, on "Magazine of the Air," June 2 (CBS, 11 a.m.)

CLAUDETTE COLBERT, on "Hit Parade," June 5 (CBS, 10 p.m.)

PHILA. JACK O'BRIEN, on Dick Fishell's "Sports Resume," tonight (WMCA, 6:30 p.m.).

adept aggregation, able to shift mood, tempo and design with facility.

Eddie Foy, Jr.

Heard briefly on "Hammerstein Music Hall" over CBS on Tuesday night at 8, Eddie Foy, Jr. sang his dad's favorite, "He Goes to Church on Sunday." Too bad the program didn't accord Foy more time, because he sounded as though he could make an excellent air impression if given the right chance. This, incidentally, is the main fault of the Hammerstein programs. Too much good talent isn't given a half chance. Fewer guests and more opportunities for each would result in better balanced shows and more fairness to the artists.

KANSAS CITY

Jack Starr, KMBC sports commentator, is organizing a Spit Argue Club in connection with his Wednesday night sports resume. Membership will be made up of local sports fans and authorities, some of whom will be aired.

KXBY has started airing time signals three times daily by remote from the "Old Town Clock" in the tower of the Fidelity building where its new studios are located.

THE SONGBIRD OF THE SOUTH

KATE SMITH

A & P BANDWAGON

THURSDAYS

CBS NETWORK 8-9 P.M., E.S.T.

EXCL. MANAGEMENT TED COLLINS

Coast-to-Coast

JOE LEWIS, who is being groomed for a coveted spot on the air waves, and, who is, at present, scoring a comedy sensation at the Frolics, will appear at headliner on the stage of Loew's State Theater in N. Y.

Bill Seymour, news room editor at WKRC, Cincinnati, is back home with his bride, the former Patricia Garrity, dancer. They'll reside at 3411 Clifton Ave., Cincy, after June 1.

Harry Golder, chef of the "Sunrise Breakfast Club" over WXYZ, Detroit, enters Polyclinic Hospital in that city on Saturday to get a divorce from his tonsils. He expects to be back on the job in a week or so.

Al Feeney, once All-American footballer at Rockne's Notre Dame, is airing sports reminiscences on Mondays at 8:30 p.m. over WFBM, Indianapolis. Show deals with oddities of the past in sports world and doesn't include present, thus avoiding conflict with Len Riley's "Sports Page of the Air" sponsored by Brown & Williamson.

"Chapel Echoes," a Sunday feature at WICC, Bridgeport, for four years, gives its final broadcast of the season on Sunday. Herbert Anderson, baritone, directs the program, with Gertrude Hanson as accompanist, and a mixed quartet.

Al Bland, pilot of "Dawn Patrol" on WKRC, Cincinnati, tops the staff in fan mail. Lots of his fans also come to the studio to say hello personally.

Dr. Alexander Lyons of the Eighth Avenue Temple (Brooklyn) is conducting a Saturday Morning Devotional Service via WBBC from 7:30-8 a.m., with the program designed primarily for shut-ins. The airing consists of a sermon, readings from the Psalms, a memorial benediction and organ music.

After an absence of several months from the airlines, the Song Birds Trio has returned to WSJS, Winston-Salem, N. C., with a weekly quarter-hour of close harmony. The girls, with guitarist Everett Goins, air Thursdays 7:15-7:30 p.m.

Jane Barnes, the typical Hollywood extra girl, will be interviewed by Ruth Moss on today's Morning Carnival over WAAB, Boston.

Ben Bernie, now settled down to a full summer of airing from New York, leaves for Hollywood about Sept. 1 to make more films. Bernie's June 8 program over NBC-Blue network will be a big "jam" session.

Max Schmeling, German heavyweight fistic contender, will discuss his views on boxing in an interview with Clem McCarthy, NBC sports expert, to be heard over the NBC-Red network tomorrow at 2:45-3 p.m., at Schmeling's cottage in Speculator, N. Y.

If I Had A Radio Station to Manage

The third in a series of brief articles by a man who has had extensive experience in serving stations, advertising agencies and advertisers in their radio program requirements.

IT'S unfair of advertisers to expect radio broadcasting to do the impossible, but they do. They don't expect the same of newspapers, or magazines as advertising media. But radio—well, that's something different. Advertisers hear of amazing results achieved through some radio program and then figure that their program should do the same. They never take into consideration that perhaps the sponsor of the highly successful program has had merchandising effort behind it—that the sponsor, when the expenditure of a few hundreds of extra dollars was necessary to knit integral parts of the campaign together, the few extra hundreds were forthcoming.

Sponsor forget that if you don't tell the people to listen, the public simply is not aware of the program being sponsored. That's where newspaper, direct mail, package inserts, truck posters, one-sheets, window displays, and counter cards come in. That's how radio should be used—tied in with other forms of exploitation. Local advertisers could well afford to follow the example of national advertisers.

If I had a radio station to manage,

I'd refuse any account where the advertiser did not use other forms of publicity to promote a listening audience. They use teaser ads to lead up to a big magazine or newspaper campaign. They should use spot announcements before launching a quarter hour or longer program series. They should use dealer letters, displays and radio page newspaper ads to announce the program—and instead of lessening their newspaper effort, should add radio. Then radio stations would find newspapers more co-operative . . . and this constant newspaper-radio feud would sign a truce and work together.

Competition may be the life of trade—and newspapers and magazines and radio will always vie with one another. But the magazines and newspapers use radio advertising to promote their publications. Isn't it about time for radio stations to buy newspaper space to tell their stories, too? One hand washes the other—it's six of one and a half-dozen of the other—and other similes denoting that in this world a 50-50 proposition makes for better understanding all 'round. Figure it out.

F. C. C. ACTIVITIES

APPLICATIONS RECEIVED

Tri-City Broadcasting Co., Inc., Schenectady. CP for new station. 950 kc., 1 Kw., unlimited.

Hampden-Hampshire Corp., Holyoke, Mass. CP for new station. 1240 kc., 500 watts night, 1 KW. day, unlimited.

WJW, Inc., Akron. CP and license for new relay station. 31100, 34600, 37600, 40600 kc., 20 watts.

WJW, Inc., Akron. CP for new relay station. 31100, 34600, 37600, 40600 kc., 1 watt.

Keystone Broadcasting Co., New Castle, Pa. CP for new station. 1250 kc., 250 watts, daytime.

WTAR Radio Corp., Norfolk, Va. CP for new relay station 31100, 34600, 37600, 40000 kc., 1 watt.

WSOC, Inc., Charlotte, N. C. CP for new relay station. 31100, 34600, 37600, 40600 kc., 0.2 watts.

WTAR Radio Corp., Norfolk. CP for new relay station. 31100, 34600, 37600, 40600 kc., 1 watt.

David G. Adams, San Diego. Auth. to make electrical transcriptions and manufacture records for stations XEBG and XEMO at Tia Juana, Mex.

APPLICATIONS GRANTED

Minnesota Broadcasting Corp., Rose Township. CP for new high frequency station. 26050 kc., 150 watts.

Iowa Broadcasting Co., Des Moines. CP for new high frequency station. 26,550 kc., 100 watts.

W9XBS, Chicago, Ill. CP to make changes in equipment and decrease power to 50 watts.

SET FOR HEARING

Meno Schoenbach, Woodward, Okla. CP for new station. 1500 kc., 100 watts, unlimited.

Evanston Broadcasting Co., Evanston, Ill. CP for new station. 1020 kc., 250 watts, daytime.

Ohio Broadcasting Co., Steubenville. CP for new station. 1310 kc., 100 watts, daytime.

United Theaters, Inc., San Juan, P.R. CP for new station. 570 kc., 1 KW., unlimited.

Pacific Radio Corp., Grants Pass, Ore.

CP for new station. 630 kc., 500 watts, unlimited.

HEARINGS SCHEDULED

June 15: Robert E. Clements, Huntington Pk., Cal. CP for new station. 1160 kc., 250 watts, daytime.

Key City Broadcasting Co., Kankakee, Ill. CP for new station. 1500 kc., 100 watts, unlimited.

Robert Raymond McCulla, Oak Park, Ill. CP for new station. 1500 kc., 100 watts, daytime.

Northwest Research Foundation, Inc., Seattle. CP for new station. 1530 kc., 1 KW., unlimited.

Earle Yates, Las Cruces, N. Mex. CP for new station. 930 kc., 500 watts, daytime.

June 16: El Paso Broadcasting Co., El Paso, Tex. CP for new station. 940 kc., 1 KW., unlimited.

World Publishing Co., Tulsa. CP for new station. 940 kc., 1 KW., 5 KW. LS., unlimited.

The Tribune Co., Tampa, Fla. CP for new station. 940 kc., 1 KW., 5 KW. LS., unlimited.

Southern Minnesota Supply Co., Mankato, CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

Hickory Broadcasting Co., Hickory, N. C. CP for new station. 1370 kc., 100 watts, daytime.

June 17: Hampden-Hampshire Corp., Holyoke, Mass. CP for new station. 1240 kc., 1 KW., unlimited.

June 24: Peninsula Newspapers, Inc., Palo Alto, Cal. CP for new station. 1160 kc., 250 watts, daytime.

Arthur H. Croghan, Minneapolis. CP for new station. 1310 kc., 100 watts, daytime.

July 1: North Georgia Broadcasting Co., Rossville. CP for new station. 1200 kc., 100 watts, daytime.

The Rapids Broadcasting Co., Cedar Rapids, Ia. CP for new station. 1310 kc., 100 watts, unlimited.

EXAMINER'S RECOMMENDATIONS

WMZ, New York. Mod. of station licenses to use 2 additional frequencies, be granted.

WNEJ, Washington, D. C. Mod. of license

San Francisco

Pat Kelly, former S. F. NBC producer, who went to England for the coronation, will remain there.

Sam Dickson, author of "Winning the West," back from Hollywood where deal for picture rights of another as yet unpublicized script is still pending.

Johnny O'Brien, harmonicist, and Walter Kelsey, violinist, have a Monday 10:45-11 a.m. transcontinental over NBC's Red net.

Ed Mitchell, free-lance producer, auditioning actors and sampling scripter's efforts at KYA's Oakland studios for several accounts.

Rush Hughes, up from H'wood for Golden Gate Bridge Fiesta, will pipe his "Langendorf Pictorial" from San Francisco this week.

Dolores Unger, secretary to Jack Dolph, CBS, back from H'wood where she visited KNX. Connie Blake of traffic department will be transferred to KNX on Saturday.

KYA broadcast its portion of the Golden Gate Fiesta Radio Show from the Civic Auditorium at 10 p.m. Tuesday with Linn Church, chief announcer, emceeing.

Starting June 1, the S. & W. Junior News Show will take on KDYL, Salt Lake City, and KGIR, Butte, as flash stations. Program formerly gave the outlets discs.

WFBM Fees Batch to CBS

Indianapolis—A series of programs is being fed to CBS this week by WFBM, local member of the network. In addition to a half-hour from the Indianapolis motor speedway aired by Len Riley and Ken Ellington last Saturday and a similar shot on Tuesday, dealing with pre-race activities, there will be a half-hour and a full-hour program on race day (Monday) by Riley, Ellington and Stan Thompson. News and bulletins will be aired by WFBM from the track throughout the day. Station also feeding net this week with two addresses from National Conference of Social Workers.

Capt. Rees Joins Grombach

Capt. Murray G. Rees, retired from the U. S. Army, has joined the sales staff of Grombach Productions Inc., radio program producers.

to use two additional frequencies, be granted.
CALL LETTERS ASSIGNED
H. W. Wilson and Ben Farmer, Wilson, N. C. WGTW.

MISCELLANEOUS

Niagara Falls Gazette Pub. Co., Niagara Falls. Denied petition to set aside order denying appl. for CP for new station.

Columbia Broadcasting System, N. Y. C. Granted with prejudice request to withdraw appl. for consent to transfer control of station WOAI to CBS, Inc.

APPLICATIONS DENIED

The following applications were denied as in cases of default for failure to file appearances and statements of facts. G. Kenneth Miller, Tulsa, Ocala Broadcasting Co., Ocala, Fla. and B. J. Hecker, Salem, Ore.

Following stations were granted renewal of licenses on a temporary basis only: KFYO, Lubbock, Tex., WBNO, New Orleans, and WHBC, Canton, O.



THAYER RIDGWAY, former national advertising manager for Illustrated Daily News, has been made sales manager for KHJ and Don Lee net. He takes the place of Roger K. Huston.

Ann Cook's new budget series on KFI has gained a sponsor with the first airing, having been signed for 21 programs, three a week, for State Federated Savings & Loan Association. Darwin H. Clark is agency.

Eddie Cantor using Leslie Howard on his final show before summer vacation, next Sunday, marks Howard's third appearance on a Cantor show this season. Cantor will retain supervision of show during his vacation, but production will be handled by Vic Knight, here from New York Hanff-Metzger offices. Band, announcer and Saymore Saymore to stay on for summer, with Igor Gorin, Pinkie Tomlin, Ella Logan and Eddie Stanley added for summer cast.

Jack Joy, formerly orchestra and production man for KFWB, takes the Don Bernard spot on KHJ, as program director. Joy says he'll put his baton on the shelf permanently with the new work, devote his time exclusively to production.

Betty Lou Blount, radio producer and descendant of Col. W. S. Blount of Alamo fame, has announced her engagement to Al Kelly, also well known in local radio.

Ford Billings, California Radio chain and KEHE chief, went to San Francisco to assist in opening KYA's new 5000-watt transmitter.

Consolidated Transcription Library this week started its first series of 60 five-minute disks, "Thrills in Sports," written by Howard Langley, former Hearst paper sports writer, and announced by Frank Bull.

George Fischer, who does "Hollywood Whispers" for Mutual national net, now doing a daily column series for Illustrated Daily News, which is soon to be syndicated for national newspapers use.

Mary Zucca, program department KFI-KECA, fell, broke a rib near the spine, and will spend her vacation in a wheel chair.

Hedda Hopper changed the time of her Hollywood Magazine program yesterday, when the NBC film commentator went into a 9 p.m. PST spot over a Pacific Coast NBC-Red Network with 15 minutes of Hollywood news, chatter and a preview of one of the latest films.

F.T.C. CASES

Under an order to cease and desist issued by the Federal Trade Commission, Hogan Advertising Co., trading as The Sendol Co., Kansas City, is prohibited from making certain misrepresentations in the sale of medicines, in violation of Section 5 of the Federal Trade Commission Act.

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:
No. 38 in a Series

WBT—Charlotte, N. C.

1080 K. C.—50,000 Watts

WILLIAM A. SCHUDT JR., General Manager

DEWEY H. LONG, Commercial Manager

WBT is the 50,000-watt southern key station for the Columbia network and is owned and operated by CBS, Inc. The station's newly-modernized studios and offices occupy a complete floor of the Wilder Building, one of the newest and most conveniently located office structures in Charlotte. The new, 431 feet tall vertical radiator and transmitter is situated eight miles from the city. WBT is on the air continuously from 6:45 a.m. to 1 a.m. daily, and from 10 a.m. to 1 a.m. Sundays.

Broadcasting for the first time on April 7, 1921, WBT is the Pioneer Radio Voice of the South. The station has grown from a modest 250 watts to its present power, 50,000 watts being assigned to WBT by the FCC in 1934.

Noted for the showmanship of "Bill" Schudt, 31-year-old general manager, WBT has been in the forefront of progress in the radio industry. Surveys show WBT to be the most popular station in the South and Southeast, serving literally millions with a daily variety of entertainment, education, and information. Price-Waterhouse gave WBT an audience rating of 97 per cent—highest in America.

WBT carries the CBS network programs of all major advertisers, and the local promotion of distributors of leading products. Eight different manufacturers of electrical refrigerators now are using the medium of WBT, which is believed to be more refrigeration advertising than any other station in the country carries.

ORCHESTRAS-MUSIC

FERDE GROFE, batoning an NBC ork in a program of modern American music including some of his own compositions, will do an international broadcast to Italy on June 11 at 4:05-4:45 p.m. over the NBC-Blue. Arrangements were made by CRA.

Clyde Lucas and ork are scheduled for a week's run at the Michigan Theater, Detroit, starting tomorrow. During the week of June 11 they'll offer musical distraction at the Earle Theater, Washington, D. C.

Don Ferdi and his Rose Room ork inaugurate an NBC schedule from Bridgeport at 12:15 May 29, to be heard regularly on Saturdays.

Jack Fulton, Jr., tenor, and Don Hancock, announcer, both of Chicago, have just completed a new ditty immortalizing an unusual feat, titled "Tying Knots in Soda Straws."

Harry Reser and the boys leave for the Coast after finishing four weeks in Detroit at the Greystone and Arcadia Ballrooms.

Emil Boreo, recently returned from a successful London engagement, is set for a week's run at Loew's State in New York. Deal was set by the Herman Bernie office.

Batoneer Worthy Hills and the lads, who've been purveying music to the Pavilion Royale customers in New Haven for the past seven years, will be aired over WELI from that spot twice weekly, augmented by a trio composed of Vera Cruise, Kirk War-

ren and Joe Hogan in charge of the drums.

Koko Head Hawaiians, who are particularly popular at Yacht Clubs and shore resorts, resume their weekly WICC broadcast Thursday p.m. at 7:30. They'll add musical luster to the opening of the Milford Yacht Club.

Leopold Stokowski of Philadelphia Symphony Orchestra fame received the degree of doctor of laws at the University of California in Berkeley, Saturday, May 22, the first honorary academic degree in his illustrious career.

Teddy Hill and the musicmaking lads sailed for Europe on the Lafayette to add rhythm to the Cotton Club Revue at the Paris Cafe des Ambassadeurs.

Chick Webb and band are leaving on a tour through the Middle West.

Marvin Frederick and ork have succeeded Reggie Childs and his outfit at the Commodore Perry Hotel, Toledo. Childs has moved on to the New Penn Supper Club near Pittsburgh and will proceed to the Beverly Hills Club in Cincinnati before returning to the Commodore Perry in the fall. WLW will carry Childs' music from Cincinnati. The Frederick contingent will be aired via WSPD, Toledo, over the NBC-Blue.

Carl "Deacon" Moore and his band, opening Tuesday at the Beverley Hills Club, Newport, Ky., will be ethered via WLW.



JULANE PELLETIER, WJJD pianist, is the bride of Henry St. Germaine, advertising executive of Chicago Daily News.

It's a girl at Al Kavelin's. Youngster has been named Edythe Allyn. Mrs. Kavelin is the former Virginia Gilchrist, radio warbler with Kavelin's crew before her marriage here last year.

Bill Baldwin, formerly of WOW, Omaha, has joined the WGN announcing staff. He replaced John McCormick, who went to WBBM.

Phil Fortman has joined press department of NBC. Fortman, who came from City News bureau, replaced Dick McBroom, who left recently to join an agency.

Lynn Martin and the Merry Macs, who used to call Chicago home, are back from the east, playing at the Palace theater this week.

Truman Bradley, WBBM commentator, is ready to start taking flying lessons at Curtiss airport. He plans to get a ship after he gets his license.

Keith Beecher's band replaces Red Nichols at College Inn today. Frankie Adams, Russ Crandall and Cliff Williams are the vocalists.

Laid Up: Vivian Della Chiesa, NBC songstress, with an infection in her hand . . . Janet Logan of CBS "Helen Trent" with flu.

Irna Phillips, author of The Guiding Light, has written a speaking part in her next Monday's episode of "the unknown soldier of the world," which Arthur Peterson will play.

ST. LOUIS

Harry Babbitt, former featured vocalist at KWK, was here recently for a one-night stand with Kay Kyser's ork.

Bobby Roberts, favorite crooner here years ago, is now emcee at the Green Diamond Night Club near Belleville, Ill.

Vic Rugh, sports and public affairs announcer at KMOX, is doing re-creations of out-of-town games of St. Louis ball teams.

Hal Culver left KWK announcing staff to join WLS, Chicago.

Lester E. Cox, president of WTMV, East St. Louis, has been visiting Chicago.

Al Rauer had been on the WTMV sales staff only three days when he had to undergo an operation. Alex Buchan, WTMV sportscaster, plans to sail June 9 for Scotland. Paul Wills takes over in his absence.

Uncle Jimmy and his Texas Cowboys, WTMV hillbilly outfit, accepted a tieup with the Georgia Wildcasts on WLW, Cincinnati.

Irving Poznan, WTMV scripter, has a "Baseball Oddities" series being auditioned by beer accounts.

☆ "Quotes" ☆

DON VOORHEES: "Twenty years ago, when I organized my first orchestra, you could guess the nationality of most musicians by finding out what instrument they played. For instance, the Germans were represented in the heavy brass sections, the French went in mostly for strings, and the Italians favored the woodwind. Today, there has been such a development of musical study in this country that the majority of orchestra men are Americans. The old distinctions have been wiped out."

MARY SMALL: "Radio has made great improvement in the quality of the evening script and variety shows. So much that today radio entertainment stands almost alone as the premier amusement of the day. But along with the evening shows' improvement has followed a decline in the quality of the children's shows in the late afternoon. Script-writers should try to concentrate more on the 'imagination' of the child, rather than to merely attempt to plot thrilling episodes."

VICTOR YOUNG: "Little recognition has been accorded the real brains behind the music played on the air. Listeners-in hear of the writers, bandleaders, and vocalists; but they never are told of those musical geniuses whose remarkable ability at arranging makes the continual playing of simple popular songs possible. Men like Ken Starr, Jimmy Dale, Spud Murphy, Domenico Savino and the like are known only to the players and leaders of orchestras."

RALPH WATKINS: "Orchestra leaders must conform with atmosphere more than any other single factor. In playing at a night club, the selection of arrangements and tune styles must be made to conform with the night club and the people who frequent it as well as with the weather and the current news items. In playing over a national hook-up, conflict enters into the question to a great deal, but if an orchestra lead-

ONE MINUTE INTERVIEW

JOHN NESBITT

"The one question calculated to turn a mild-mannered radio commentator or a newspaper columnist into a glowering maniac is 'Where do you get your material?' Children should be taught in the public schools never, never to ask that question. The material is everywhere around us. Ideas come from conversations with friends, the daily papers, books and magazines. The trick is to know which ones will prove colorful and interesting enough to use."

Programs That Have Made Station History

No. 6—KGVO's "It's Barn Dance Tonight"

"IT'S BARN DANCE TONIGHT"—I shouts out the friendly voice of fun and frolic over KGVO, the CBS affiliate at Missoula, Mont., every Tuesday night at 8 o'clock, Mountain Standard Time, to which some hundred thousand homes in Montana, Idaho, Oregon, Utah, Wyoming, Washington, Northern California and Western California listen religiously. The coverage check on this program was based on returns from postcards or letters requesting a picture of the Barn Dance characters. And to the astonishment of all, it was found that program was covering the vast amount of territory mentioned above. Several other checks were also made confirming the listening-in audience number and where they came from.

It is within the short period of a year that this novel and entertaining program has grown until it is now considered one of the most popular

er can feel the nation's pulse his efforts will be well received."

CONRAD THIBAUT: "America is going to become the musical center of the world before very long—and radio is responsible. Such programs as the Metropolitan Auditions of the Air, Beauty Box Theater, and Frank Black's "Magic Key" have contributed much to the development of young talent. We are now going through a period of schooling for youthful singers, and the next ten years will witness America firmly established as a musical center. America has always come through, and there is no reason to believe that the next decade will close with this country as the world's musical mecca."

PICK AND PAT: "The identity of most radio comedians and dialecticians by special phrases or quips which they have popularized is one of the biggest detriments in the long run to a radio star that has ever existed. Consider the possibility of the association between a comedian and his line with the sponsor. The period of time that the comedian is working exclusively for the sponsor is all well, but when the artist discontinues his alliance with the sponsor and seeks new work, his efforts are curbed because of the former tie-up with another sponsor."

JULIE OSHINS and BEN LESSY: "Many of the radio variety shows have attempted to bring song satirists to the airwaves. Usually instantaneous success accompanies the first appearance of outstanding night club and vaudeville song satirists; but in the later appearances of these song specialists their popularity begins to rapidly decline. The answer is that song satirists on the radio must first build up repertoires which will supply the constant demand for new ideas on the radio."

shows on the air in the far-western and northwestern states and Canada.

The musical end of the program is taken care of by four musicians who not only can play all the old-time musical numbers, hillbilly tunes, cowboy songs, etc.,—but sing them in quartet, trio, duet and solo arrangements—depending on how the audience requests them. And to give the program the background atmosphere of the Hay Loft, there are eight characters—Verne Sawyer, who writes and directs the Barn Dance, Bob Young, who emcees the show as "Slim Baker"; Marion Dixon, who portrays the part of "Stiffy"; Stewart Sterling, as "Droopy", the half-witted member of the cast.

The show is too big for a local sponsor as its audience is too far-flung, but it's an excellent buy for any national or sectional advertiser, either for test purposes or to increase distribution.

BUDDY ROGERS: "I don't know much about other airings outside of the music realm, but in this field I sense a change in public taste and the winter months will undoubtedly fill a demand for smarter, more melodious songs to the exclusion of blaring, sizzling compositions. With commercial announcements becoming shorter and sponsors getting their credits across in a more subtle manner—song parodies, etc.—the cold weather should find the listener sitting on top of the world if not his radio."

MILTON BERLE: "The situation comedy has outmoded the gag methods to such an extent that about the only gags the audience will tolerate today are those based on topical items or on personalities in the news. Situation comedy will also fit in handily when television finally emerges from its experimentation to take its place in the homes."

BENAY VENUTA: "Doubling in radio and stage work is not as easy as it seems. One has to sing in two completely different styles. In radio, you must make love to the microphone. One seldom sings full voice before the microphone. On the stage, the louder you sing the better you are. And you can use gestures to put across what must be done by your voice alone in radio. Radio singing, as a rule, is better because it is more restrained."

JACK WERBY: "I have always claimed that Boston would some day receive its proper recognition from the radio and picture executives. Boston in the past few months has sent more talent into the radio and picture field than ever before. It seems as if the talent scouts are making their headquarters here, and they have good reason for doing so. I can name a dozen people from Boston who have made the grade in the past weeks."

Viewpoints

Public Interest in Music Is Now Highly Developed

"Never before in history have so many millions of human beings reached the degree of interest in or knowledge of music that is general today. The human race has always enjoyed music, of course, with its emotions, but radio is teaching the world to know the art. Critical letters from listeners-in show a marked trend toward a kind of understanding that was the exception a few years ago.

"The American public today appreciates music literally — people want to know 'why' they prefer this or that type of orchestration. And they do know why, in a steadily increasing number of instances.

"Listeners have a youthful determined curiosity. How was such-and-such an effect obtained? How many violins in your string section? What special devices were used to produce 'realistic effects' in the train-wreck sequence of 'Casey Jones'? These are the kind of inquiries we frequently receive.

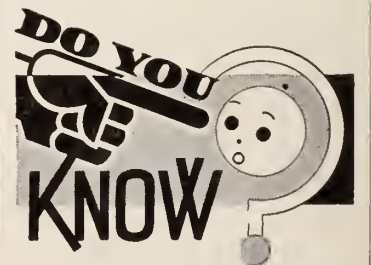
"The air audience is not just satisfied to sit back passively and let the music 'go round and round'. They want to know what makes it go around."—ANDRE KOSTELANETZ.

Television Will Combine Best of Various Mediums

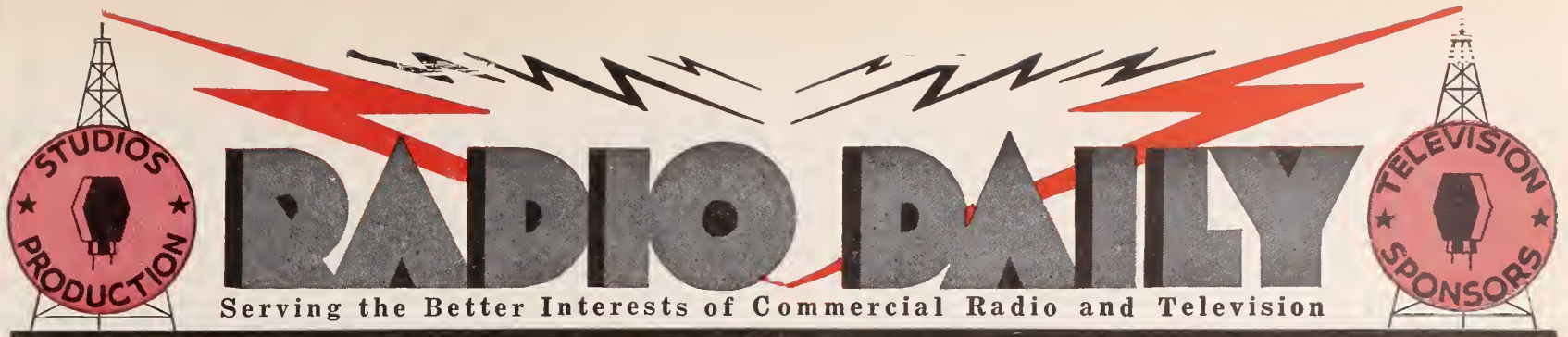
"Television of the future will combine the best qualities of current broadcasting, motion pictures, the newspaper and the billboard.

"It has every opportunity of becoming the most intimate and perhaps the most pleasurable contact between advertisers and the public, he said. I envisage, along with interesting eye-and-ear entertainment, the presentation of the commercial message with a theme-picture, a theme-song and a single word, rather than the long-winded commercial announcement.

"Television programs will be available only a few hours per day, at first. The concept of the nightly performance will follow. Later, following the trend of early broadcasting, more and more programs will be televised, until finally, television will be as continuously available as radio is today."—HARRY R. LUBCKE.



Joe Penner made his first hit as a boy soprano, singing sacred music.



VOL. 1, NO. 78

NEW YORK, N. Y., FRIDAY, MAY 28, 1937

FIVE CENTS

Union Signs WABC-CBS

NEW VOLUME LIMITER IMPROVES RECEPTION

Des Moines—The first commercially built volume limiter in use by a broadcasting station, installed at WHO, has produced highly favorable results, the Central Broadcasting Co. station reports.

The instrument, known as the No. 110-A proham amplifier, manufactured by Graybar on Bell Telephone Lab specifications, gives WHO a heavier signal in its band, and increases the intensity of signal strength without power increase. Result is more satisfactory reception.

WHO engineers are now relieved
(Continued on Page 3)

Phil Baker Is Renewed With Additional Options

Phil Baker, now airing for the Gulf Oil Corp. on CBS every Sunday from 7:30-8 p.m., has been renewed by that sponsor for 39 weeks beginning in October. Contract also has options for two additional 39-week periods. Baker leaves the air next month for a vacation, returning early in October to begin new series. Harry Von Zell will take over the program for the summer.

New Production Technique In KNX Television Show

West Coast Bureau, RADIO DAILY
Los Angeles—A new type of technical man—the “boom” man—has been inducted into the radio ranks in connection with the series of unique stage plays being put on by KNX, the CBS station, from the Vine Street CBS Playhouse with the imminence of television in mind.

The actors in the weekly murder
(Continued on Page 5)

Blair Makes Good

Jimmy Blair, Fred Allen's 21-year-old baritone protege, has been signed to share the vocal limelight with Trudy Wood on the Johnny Green modern music programs which replace the Fred Astaire-Charles Butterworth series for Packard over NBC-Red starting June 8. Blair won recognition after taking an amateur contest prize.

Best Biz In Years

New Haven—More evidence of the waning summer slump bugaboo is provided by the three local stations—WELL, WBRY and WICC—which unanimously report that business for the month of April and so far in May has been the best in several years.

SHAKESPEARIAN SERIES BEING OFFERED BY CBS

First major radio production of Shakespeare's plays featuring stars of the theater and screen will be presented by CBS during July and August. Twenty-five ranking artists of the stage and films, supported by more than 100 players of note, will be cast in one of the most ambitious series in the history of radio drama. The plays will be offered weekly in a cycle of eight one-hour productions on a night-time schedule to be announced. Brewster Morgan, one of the outstanding young Shakespearian directors, formerly of England's Oxford Theater and of legitimate Broadway productions, will direct the series. A large symphony
(Continued on Page 5)

Afternoon Strip Rates Being Dropped by WMCA

Effective June 1, WMCA will discontinue the afternoon strip rates which had applied between 1 and 4 p.m., it is announced by Bertram Lebhar Jr., sales director.

WHK-WJAY Offers Clients Merchandising-Survey Service

Big Dedication Program For WISN Transmitter

Milwaukee—Dedication of WISN's new transmitting equipment on the top of the Public Service Building in downtown Milwaukee, will be aired from coast to coast at 9:30-10 Tuesday night. Eighty-seven CBS stations will take part in the celebration
(Continued on Page 8)

5-Year Agreement With Guild Includes 40-Hour Week and Wage Increases---WOR Deal Reported Next

RADIO SPOKESMAN TOPIC AT NAB CONFAB IN CHI.

Among topics expected to come in for discussion at the NAB convention June 20-23 at the Hotel Sherman, Chicago, is the question of having a radio industry spokesman similar to Will H. Hays in the movie field.

A large number of the leading broadcasters, as well as many smaller ones, are understood to be strongly in favor of such an appointment, feeling that the size and importance of the broadcasting business not only warrants but requires it.

Warns of Danger Ahead In Growing Spot Volume

Growing volume of “spot” announcements, causing many stations to reduce most 15-minute non-chain programs to 14 minutes so that the remaining minute can be sold again, will eventually lead to a top-heavy commercial content of each hour's broadcast time, according to Joseph M. Koehler, president of Radio Events Inc.

Present trend means that the standard quarter-hour program will actually be 14 minutes, with stations selling the final minute of the program twice, Koehler points out.

The situation is something that radio will have to handle eventually or lose its business, he warns.

WABC chapter of the American Guild of Announcers & Producers yesterday signed a five-year agreement with CBS, owners of WABC, for a five-day 40-hour week, wage increases and recognition of the AGAP as the sole bargaining agent for WABC announcers and producers. Agreement goes into effect next Tuesday.

Five-day 40-hour week clause is based on the elapsed time basis with an hour for lunch. Present salaries
(Continued on Page 3)

NETWORKS SET RECORD FOR SPECIAL EVENTS

CBS, NBC and WOR-Mutual special events departments since the first of the year have put a total of 915 special news programs on the air. This is the heaviest schedule of “specials” since radio began the coverage of spot news events.

In January came the President's inauguration, then the Ohio River
(Continued on Page 8)

Asking \$25,000 Per For M-G-M Broadcasts

Metro-Goldwyn-Mayer will offer their new series of programs, consisting of all M-G-M talent, to sponsors for \$25,000 per airing. It is reported that the movie firm already has received bids from potential sponsors, but is waiting to pick a
(Continued on Page 5)

Quadruple Honor

Major Bowes received four honors in return for his salute to Syracuse last night over CBS.

These latest appointments for the Major's collection include a commission as honorary mayor of Syracuse, an appointment as deputy sheriff of the same city, another as honorary chief of police, and one as honorary fire chief.



(Registered U.S. Patent Office)

Vol. 1, No. 78 Fri., May 28, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk and Verne Bailey. 6425 Hollywood Blvd. Phone Granite 6607.

Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

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FINANCIAL

(Thursday, May 27)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	167 1/2	167	167	— 3/8
Crosley Radio	22	22	22	—
Gen. Electric	54 1/4	53 1/4	53 3/4	+ 3/8
North American	26 5/8	25 3/4	26 5/8	+ 7/8
RCA Common	9 1/4	8 7/8	8 7/8	— 1/4
RCA First Pfd.	68 1/4	68 1/4	68 1/4	—
RCA \$5 Pfd. B.	(75 Bid)			
Stewart Warner	18 3/4	18 1/2	18 5/8	— 1/4
Zenith Radio	33 1/4	33	33	—

NEW YORK CURB EXCHANGE

Hazeltine Corp.	16 1/2	16 1/2	16 1/2	—
Majestic				
Nat. Union Radio	2	2	2	— 1/8

OVER THE COUNTER

	Bid	Asked
CBS A	54 1/4	56 1/4
CBS B	53 1/4	55
Stromberg Carlson	13 1/4	14 1/4

Radio Helps Film Stars, Critics Say in Survey

That radio appearances help film players is the opinion of 40 per cent of the motion picture critics participating in the fifth annual Critics' Forum conducted by Film Daily. Eighteen per cent think that they hurt. Program material and radio ability of the individual must be considered according to 17 per cent while eight per cent believe there is no effect from radio appearance. Some reviewers believe that radio helps the player but hurts the box-office or that radio help newcomers to establish themselves but hurts the already well-known players.

MARTIN BLOCK'S "Make-Believe Ballroom"

A WNEW FEATURE
1250 Kc.

10 TO 11 A. M. □ 6 TO 7:30 P. M.

Roaming "Musical Clock" Is Halted

Lynchburg, Va.—Having a studio morning "Musical Clock" program is one thing, but when you start taking the entire cast and production of the hour around the city, that's another matter. The ten members of WLVA's "Musical Clock" program just got plumb sick and tired of putting on their hour of antics and music in the station's studios. They connived with Al Heiser, station engineer, to move around a little bit. Everybody concerned forgot to tell the bosses.

Last Monday, Edward A. Allen, president of the Lynchburg Broadcasting Corp., tuned in at home to find the "Musical Clockers" broadcasting from the lobby of Lynchburg's leading hotel. Nothing was said about that, nor did he comment when he tuned in two mornings later to catch them broadcasting by means of remote unit from the swanky Oakwood Country Club.

When Friday morning rolled around, however, and he heard the program emcee talking to Lynchburg from the roof of the city's tallest office building, 17 floors from the ground, he decided that enough was enough. The "Musical Clockers" will confine their activities from now on to the studio or to some place less dangerous than the unguarded roof of an office building 17 floors above the street level.

Star Radio Programs Takes Larger Quarters

Because of greatly increased business during the past few months, Star Radio Programs Inc. will move to larger offices on June 1 in order to adequately handle the production and mailing of its syndicated scripts. The organization will maintain the same address at 250 Park Avenue, but goes to another floor where new, modernized offices have been specially constructed during the past month.

Star's continuity division, under the direction of Burke Boyce, has just added two new writers to its staff and plans are being laid for the addition of several new programs.

Chicago ARNEW Meets

Chicago—Central states unit of the Association of Radio News Editors & Writers held an open forum meeting at Sherman Hotel last night. Four subjects were discussed. Al Hollander, national secretary, started with "The Commercial Value of News," followed by J. Oren (Buck) Weaver, WBBM news editor, on "Objectionable News for Radio Presentation"; Truman Bradley, of WBBM-CBS, on "The Technique of Presenting News," and Ken Ellington of WBBM on "The Number of News Broadcasts Advisable."

John VanCronkhite, national president; Brooks Watson, WMBD, Peoria; George Voss, WOC, Davenport; Walter Roddy, WKZO, Kalamazoo; William B. Sears, WOMT, Manitowoc, and Julian Bentley, WLS, on the list of those attending.

Prof. Charles L. Allen, head of the department of journalism at Rutgers University and secretary of the New Jersey Press association, who is making a study of radio presentation at WIND and WJJD here, also addressed the group.

Coast Guard Band on Colonial

New London, Conn.—U. S. Coast Guard Academy Band, under direction of Bandmaster Charles W. Messer, will inaugurate a series of concerts over Colonial Network on June 7 at 2-2:30 p.m. Programs will originate through facilities of WNLC here.

Music Publishers Send Notice to Disk Firms

All electrical transcription companies were informed yesterday by letter of the position of the music publishers in regard to the Song Writers' Protective Association controversy. Stand of the copyright owners is outlined in a communication from Harry Fox, acting as agent and trustee, who told the ET companies that in so far as music licenses were concerned, everything is and will be status quo.

Letter sent to the ET companies, reads in part:

"Please be advised that my principals are the copyright owners of musical compositions published by them, and by virtue of such copyright possess the exclusive right to license the electrical transcription of their works. Consequently, I am authorized to grant licenses for the use in electrical transcriptions of all copyrighted musical compositions controlled by my principals. Included in such works are all compositions copyrighted prior to June 1, 1937, as well as compositions contracted for by song writers with music publishers prior to said date.

"I will thank you to address all your inquiries to this office after June 1 in the same manner as has been your practice to date.

"I expect to be in a position to advise you shortly concerning the status of musical compositions contracted for after June 1, 1937."

Buccaneers Disking for Canada

The Buccaneers Quartet have started making a series of 50 recordings which will be heard over Canadian stations under the sponsorship of the Imperial Tobacco Co. Recordings for the program are being made by the NBC Transcription Department and the talent was booked by the NBC Artists Service.

Ray Murray Returns to WMCA

Ray Murray, dialectician and comedian, returns to WMCA airwaves on Sunday on the Three Little Funsters program at 2:00 p.m. He will be added to the production every Sunday and Wednesday, hereafter.

COMING and GOING

HILL BLACKETT, president of Blackett-Sample-Hummert, Inc., was in and out of town yesterday.

HAROLD FELLOWS, manager of WEEI, Boston, was in New York yesterday.

LILLIAN JACOBS of CBS department of public affairs leaves on a week's vacation today.

H. LESLIE ATLAS, CBS vice-president in Chicago, is visiting the New York offices.

LINCOLN DELLAR, CBS station relations, is off on a month's trip through the east and Canada, winding up at the NAB Chicago convention on June 20.

FRANK RUSSELL, NBC Washington vice-president, visited Radio City yesterday.

HERBERT AKERBERG, CBS vice-president in charge of station relations, went to Washington yesterday.

ALMA KITCHELL, emcee on NBC's "Let's Talk It Over", makes her first airplane trip to Washington after the program on Monday. On Tuesday she's scheduled to speak and sing at a luncheon of the Assembly of Federated Clubs of D. C. at the Mayflower Hotel, sharing the program with Mrs. Roosevelt.

GEORGE McELRATH, NBC operating engineer, is bound for Schenectady, where he will spend several days on business.

H. S. GOODMAN returned to New York yesterday after a business trip to Rochester.

HAROLD WHEELAHAN, manager of WSMB, New Orleans, is expected to return south Monday from a trip to New York.

EDDY DUCHIN and PATRICIA NORMAN leave Monday for Chicago.

HERBERT L. WILSON, consulting radio engineer, leaves for Havana on Tuesday.

REX FROST, well-known Canadian radio news commentator, sails today on the Paris for France.

PAUL K. TRAUTWEIN, president of Mirror Record Corp., left yesterday for Washington and expects to be gone a week.

MILTON WEISS of the M-G-M publicity and radio department leaves for Hollywood June 4. Will be gone a month.

JACK SKINNER of the CBS press department leaves for a 16-day vacation Aug. 6. Will spend time on the water.

MARVIN LEE, Roy Music Company's Chicago representative, has returned to that city after a 2-week stay in New York.

DAVID NILES of Niles-Richman, station reps, left last night for Darien, Conn. Will return Tuesday.

HARLAN EUGENE READ, commentator, will return to this country from England June 16 on the Queen Mary. He has been broadcasting over the BBC.

Columbia Signs "Honeychile"

Margaret Johnson, better known as Honeychile, has been signed by Columbia Artists Inc. Albert Schneider set the deal.

THE SONGBIRD OF THE SOUTH

★ ★ ★ ★

KATE SMITH

A & P BANDWAGON

THURSDAYS

CBS NETWORK 8-9 P.M., E.S.T.

EXCL. MANAGEMENT TED COLLINS

UNION SIGNS WABC-CBS IN 5-YEAR AGREEMENT

(Continued from Page 1)

of announcers and producers are increased, according to length of service and yearly increases are mandatory. A minimum salary has been agreed upon, but no maximum, thereby making possible for CBS to hire personnel who may be worth more than the minimum Guild scale.

Another innovation in the new contract calls for all announcers to receive fees for commercial broadcasts. The policy in the past has been that announcers were to be furnished free to sponsors as part of the networks service. If the agency contacted the Artists Service department and wanted to audition announcers, then the announcer was paid. On shows where more than one announcer is used, one may be paid and the others would be donating their services.

CBS contract was signed by Roy Langham, Kenneth Roberts and Karl Schullinger for the Guild, Mefford R. Runyon for CBS, and Lawrence Lowman for the CBS Artists, Inc.

Contacted by RADIO DAILY last night, Langham said that "negotiations with CBS bargaining committee were at all times friendly and at no time was there any discord." Langham also said "the AGAP is an independent union affiliated with no other organization."

With the formation of the WABC and WMCA chapters of the AGAP, the national organization is definitely set. Next move of the AGAP is to negotiate with WMCA. Langham had a meeting Wednesday with William Weisman, vice-president of WMCA, with more meetings to follow.

Rumor around the radio trade, without confirmation, is that WOR announcers and producers are also holding informal meetings which are expected to lead to the formation of a union there.

A.R.T.A. Out to Sign Other Local Stations

With the WHN-ARTA situation now resting in the hands of the National Labor Relations Board, the union is resuming its endeavors to sign additional local stations in the New York area. The latest to be approached is WNEW. A representative has spoken to the individual members of the staff, which totals 27, but no discussions or meetings have been held as yet. WNEW recently granted a 40-hour week to their technicians in accordance with rulings set by other stations.

O'Keefe Takes Over July 7

Walter O'Keefe, who will head Fred Allen's Town Hall show while Allen and Portland Hoffa go on a vacation, takes over the broadcast on July 7. The Allens expect to spend part of the summer in Hollywood.

NEW PROGRAMS—IDEAS

Commentator Turns Tables

KSTP, St. Paul-Minneapolis station, is letting its commentator turn tables on the public and let listeners take over his job for one night a week.

Program is a desire to capitalize on the public's yen to write letters to the editor, only refining it to some extent and going the rags one better by letting the public actually be the editor.

Val Bjornson, station's "Mr. Editor" commentator, each Thursday night will turn his commenting spot over to listeners who write in and ask to appear on the air to express their views on current topics. Speeches will be limited to three minutes, allowing for at least four embryo commentators on each Thursday night stanza. Scripts of what is to be said must be submitted in advance, with Bjornson culling them for libel. That's about the only barrier tossed up; otherwise it's come one, come all, catch-as-catch can and no other holds barred.

Novel Safety Program on KDYL

"You Bet Your Life" is the title of an unusual program series on KDYL, Salt Lake City, sponsored by the Morrison Auto Supply Co., operating in three western cities. Program, heard Thursdays and Saturdays at 8:30 a.m., presents brief dramatic skit pointing out errors in highway driving, following by warning from voice identified as John Public, pointing out hazards of faulty equipment and unsafe driving. The sponsor reports real results, cooper-

New Volume Limiter Improves Reception

(Continued from Page 1)

of one of the bugaboos of broadcasting. The volume limiter automatically governs sudden shrieks, gun shots and other sharp noises in the studios that might kick the transmitter off the air without the limiting effect of the new equipment.

In other words, a higher level can be fed to the transmitter without overloading, and a higher percentage of modulation is achieved. The final result is equivalent to advantages that might be obtained by 5 to 10 kw. increase in power.

Paul Loyet, technical director of Central Broadcasting Company, in a letter to O. E. Richardson, district sales manager for Graybar, Chicago, says in part:

"The sincere clear channel station operator especially has endeavored to prevent over-modulation of his carrier, due to the large 'monkey chatter' nuisance radius possible with high power. In this effort he has had to 'lay low' on modulation to leave a sufficient safety margin. In our instance this varied from 2 to 6 B.D. depending on the program. Not only clear channel stations, but all classes of stations, operated in the

ating with an extensive window card tie-up plugging the program.

"Tell Mrs. Griggs" Clicks

The personal problems program recently launched on WTMJ, Milwaukee, by Mrs. Ione Quinby Griggs under the title of "Tell Mrs. Griggs," has clicked so big that mail now is more than twice as heavy as during the early airings of the program. James Irving, a WTMJ announcer, collaborates with Mrs. Griggs in writing and producing the shows, which are presented Tuesdays and Thursdays at 3:15-3:30 p.m.

Incidentally, "Tell Mrs. Griggs" has no connection with "Ask Mrs. Grey," another WTMJ program conducted by Nancy Grey.

Dayton University Program

One of the outstanding educational institutions in the middle-west, the University of Dayton, in co-operation with WHIO, has a weekly program combining education and entertainment. Each week a different professor lectures on the subject in which he has majored, with the student-body furnishing the entertainment.

Fishermen's Broadcast

"Captain's Cruise" is the intriguing title for the new fishermen's broadcast on the air Mondays from WPG, Atlantic City, at 8:15 p.m. Reports of catches, temperature, tides, bait, species and nautical tunes focus attention on marine sport. South Jersey's active captains are sponsoring the atmospheric radio voyage.

best interests of the listeners, have had the same problem and we believe most of them have responded admirably, taking the loss of modulation power with good grace.

"Since installing the 110-A program amplifier and making a considerable number of tests, we feel we have adjusted this unit to a point where it does not affect the program from an 'expression' angle but gives an increase in input audio power level which corresponds to slightly more than doubling the transmitter power. Most of the gain is through the loss of fear of overmodulation on the part of the control operator."

WOR Assigns Edward Laux

Edward Laux, formerly a WCAU announcer and also free lance, has been assigned by Nat Abramson, head of the WOR Artists Service, to announce all dance band remotes emanating from New Jersey.

RECORDINGS

Productions -:- Transcriptions

Sound Reproductions Corp.

17 West 46th St.
New York City

Telephone
BR 9-8265

WHK-WJAY IS OFFERING SERVICE TO CLIENTS

(Continued from Page 1)

usually comprehensive sales promotion booklet on WHK.

The survey will include a house to house canvas of homes and businesses in various districts of the city, grouped and classified under McLaughlin's direction. These surveys will determine the relative distribution of the advertiser's product in each district. This service is offered without cost or obligation.

In addition, according to McLaughlin, should the advertiser decide to use WHK or WJAY in his campaign, a second survey will be made four weeks from the date of the first broadcast, and from time to time thereafter whenever it seems advisable.

The purpose of this service, McLaughlin says is to place before the advertiser a graphic picture of his present distribution set-up and to determine how broadcasting fits into the picture. These are the salient points in Mr. McLaughlin's plan:

(A) Route list for drug or grocery retailers.

(B) Personal calls on wholesalers plus key retailers with promotion.

(C) Letters to retailers (only charge is for postage or Western Union messages at slightly higher cost).

(D) Use of United Broadcasting Company studios, production and talent facilities for dealer's meetings or retailer's sessions.

(E) Surveys at the start and during campaign.

WHK's new Sales Presentation contains more complete engineering data than is usually compiled for a book of this nature. Glenn D. Gillett, radio engineering surveyor of Washington, compiled and edited this data. The maps included in the presentation have been especially drawn and colored to illustrate clearly and simply the story of WHK's listening radius under every conceivable condition. Within a short time, similar Sales Presentations will be off the press for other United Broadcasting Company stations, WJAY in Cleveland, WHKC in Columbus, and WKBN in Youngstown.

BARRY MCKINLEY

Griffin "ALL-Wite"
Tie Toe Review

Management

NBC Artists' Service

Personal Representative

James L. Saphier



SECOND studio unit of the new \$300,000 WBBM-CBS Chicago studio and office headquarters will be opened June 15, Frank Moore of New York, supervising architect, announces. Office layout and big air theater were opened last November. Second unit includes two big ork and drama studios and reception room.

Gene Autry, who attracted terrific audiences as a hillbilly yodeler at WLS in the old days, is at the Chicago Theater this week.

Marge Kerr, former feature writer at Radio Guide, has joined the Tom Fizzdale publicity staff.

WLS has a new Sunday morning show called "Here's Something New," featuring inventors of trick gadgets. It's presented in cooperation with Inventors Congress.

K. W. Husted, commercial manager, and Carl Burkland of WCCO, Minneapolis, visiting at WBBM.

Barbara Luddy arrives from the west coast Tuesday for rehearsals for "First Nighter" show starting the following Friday. Les Tremayne, who will play leads opposite her, due back this weekend from a motor trip to Florida.

Healani (McKenzie) of the South Seas started a new series of Hawaiian music over NBC-Blue at 10:30 p.m. Wednesday. Healani is half Hawaiian, half Scotch.

George Biggar, promotional director of WLS, has been elected president of Chicago Alumni Association of South Dakota University.

Janet Logan of "Helen Trent" in St. Louis watching International air meet.

Biow Co. to Move

The Biow Co., Inc., now at 444 Madison Ave., moves its offices to 9 Rockefeller Plaza sometime between June 26 and July 1.



May 28-29-30-31

Greetings from Radio Daily

to
Al Jolson Charles Winninger
Violet Dunn Don Becker
Jack Clemens Phil Regan

Mario Chamlee Oliver Wakefield

Ben Bernie Benny Goodman
Whispering Jack Smith
Norris Goff
Cornelia Otis Skinner

Fred Allen Don Ameche
Jack Costello Frances Alda



● ● ● Walter Cassel becomes the singing star on a Sunday night show now emanating from the coast beginning June 13—and it isn't the Chevrolet show either!...Eric Sagerquist will conduct the ork on "First Nighter" starting the fourth via Chi...George Griffin will be screen-tested by M-G-M and will do his fall airings from Hollywood...Carl Hoff's first show for Ford will come from the Hotel Astor—not from out of town!...Arthur Gabarini, NBC page boy, has been elevated to wordslinging by Pat Kelly...FOURTEEN comedians auditioned the other day for a transcription series planned for a drug firm...Dick Himber's WOR show fades June 18...Lester Lee set Guy Robertson for those auto transcriptions...Jerry Devine becomes a permanent writer on the Bert Lahr show with this week's script...Sue Mitchell quits Bunny Berigan's band at the Penn tonite—and will be featured on NBC sustaining—until "the real thing comes along".

● ● ● KRNT, Des Moines, presented "Bachelors' Inquisition" the other day, using two of their unwedded and most beautiful girls. May Floyd Sinex and Gwen McCleary cross-examined before the mike Lansing Benet, Ken Brown, Frank Jaffe, Orville Foster, Gene Shumate, Bill Spargrove, Ed Linehan, Buck Rasch, Ray Scobbe and Freddie Lamm...WCAE last night aired the pet peeves of Pittsburghers. An invalid told why he objects to people pitying him, a mother of seven related why she hits the ceiling when members of her household don't phone to explain the reason for their not coming home for dinner, and another woman voiced her vote against smoking by other women in eateries...KCKN, Kansas City, Kas., set a record of some kind by airing a news item four minutes after its occurrence...Ben McDonald, v.p. of the Junior C. of C. was slated to talk on the Chamber's program at 8:05. However, at 8:01, he was notified of his election to the presidency of organization—so when he made his appearance for the airing, he was introduced by his new title!

● ● ● Charlie Margulis with his new type of music and Art Barnett heading a sweet band auditioned for Young & Rubicam at CBS, a half-hour show with Lois Ravel vocalizing for both bands—in a "Battle of Music". No comics used—but Charlie and Art supplied the necessary laughs via ribs about each other's playing...Benny Davis and Mickey Alpert composed "Riviera Moon" within 30 minutes and placed it with Feist...Al Donahue will have an NBC wire and be aired twice weekly from the Rainbow Room after Wednesday. He was signed one year ago for this job!...Herbie Hood resigned from Harms and goes to Feist...Audree Collins has a Phi Alpha pin on her charm bracelet and Mickey Garlock is not a college man!...Gertrude Berg will send for Bob Prescott of the CBS sound effects dept. to come west...Dick Bray, sports commentator of WKRC, Cincinnati, has one of the most complete sports catalogues in existence. Dick compiled the book and can tell you at a glance just what's what and who's who in the sports world.

● ● ● When Bob Dumm, KSFC-CBS special events producer in Frisco, made a pre-opening inspection of the new Golden Gate Bridge to make arrangements for the airing, he found Mayor LaGuardia and Mayor Angelo Rossi of Frisco informally inspecting the bridge...The western executive was showing off the Frisco pride to Mr. New York without benefit of stoogies, reporters, photographers or official retinue...Here's what makes this a good story...Bob had his candid camera with him and made 20 of the most candid shots of the two mayors enjoying themselves...With the scoop in the "black box" he had no trouble in disposing of the pictures.



MEL ROACH, former chief announcer for KEHE and the California net, has joined the Allied Advertising Agencies to handle production work and do special announcing.

George Fischer (Hollywood Whispers, Mutual net) has completed the first of 24 "Telepicture" 16-mm. home movie shorts, to be released for sale to fans through department stores, etc. Pictures are in full color, use Fischer as m.c., and introduce Hollywood stars, give style hints, chatter, etc. Tetra Productions is making them. There will be 24 in the series.

Sol Bright's band just finished dishing "What Aloha Means to Me," written by Earl C. Anthony, owner of KFI and KECA, NBC outlets here. C. P. MacGregor Co. doing recording, for Brunswick records. Anthony just back from Honolulu, has written another, "Coral Isle" not yet disked.

Walter Cassel has had to give up his scheduled appearance on Gen. Motors hour from the Hollywood Bowl because he'll be singing same day on Chevrolet Rubinoff program. He may have Eastern appearance on the G. M. hour.

Lillian Burkhart Goldsmith, book reviewer and commentator, returns to the air with a new series on KFVB, starting next week.

KEHE and California net has added E. L. Bengston (from KLV, Denver) to sales staff; Charles A. Cashon, as news writer, and Don Currlin, (KNX) to announcing staff.

Hal Berger, author and lead in the Don Lee serial, "In Laws," has sold the scripts for the 1932 and 1933 series to a French organization to be translated and disked for release over the air from Bordeaux, Paris and Lyons.

Ed Lowry's "Sing Time" cast is doing a personal appearance at the Orpheum theater this week.

Vic Dalton's KMTR has opened new downtown offices at 642 South Flower, with A. Corenson as commercial manager in charge.

Ken Carpenter has been signed through NBC Artist Bureau for 13 weeks on the summer Packard hour.

NBC Artist Bureau has planted Jed Mather for lead in a script serial on KHJ, Don Lee net.

Walter Winchell reported considering an offer for twice his present paycheck to go with J. Walter Thompson agency.

Yachting Authority for Radio

John Scott Hughes, yachting correspondent of the London Times, covering preliminary and American Cup Races for his paper, is in New York from Newport to confer with B. Charles Dean, president of British-American Productions, who will handle him for radio. Hughes is also the yachting editor for various English magazines and author of several books.

WITH THE ★ WOMEN ★

By ADELE ALLERHAND

BENAY VENUTA, WOR's blonde warbler, granted leave of absence from that station, reason being, she'll make vocal music for patrons of Chicago's Drake...then take wing for Hollywood...Benay's slated to receive the Dinty Doyle award come Sunday...19-year-old Joan Merrill, who several weeks back left Atlantic City at 4 a.m., arrived in New York, auditioned for WOR at 11 a.m. and scored with two ultra-difficult arrangements, to premiere over the same station this week...The lass is said to have the much-discussed "what it takes" and is due for a build-up...Nadine Conner missing from "Showboat" last night because of misbehaving tonsils...Fanchon of Fanchon & Marco, femme producer, whose "Turn Off The Moon" has just reached the exhibitors, to offer sage advice to the gals on Elza Schallert's program over WJZ tonight....

▼ ▼

"Woof 30" is the moniker of the new Loretta Clemens ditty...inspired by woofs shouted into the mike for testing purposes...dedicated to the master control men of the CBS network...All because La Clemens discovered that the proper intensity produced a reading of 30 decibels on the meter...Wini Shaw busy expressing delight on account of her chanson, "Too Marvelous for Words", turned out to be the No. 1 hit...Adele Ronson planning to saw wood for diversion on her Connecticut farm during the hotter days...Columbia's Jacqueline De Wit, youthful thespienne, to describe the operation of "The Talking Book", device for the blind, similar to the phonograph, on this week's "Sunday Mornings At Aunt Susan's"...Jeanne D'Arcy, the Messner lads' singing gal, started with a week's engagement at the Park Central, prize for winning an amateur contest...They were there at the same time, heard her...Ergo, she's been with them ever since....

▼ ▼

Blow's Reggie Scheubel says she likes the idea of going to the NAB Convention...Gertrude Bugara, who used to help schedule bands for WOR-Mutual, now being of secretarial assistance to Julius Seebach, program director...Kay Thompson's demoiselles all turned out for the Hal Kemp opening last p.m....A gal named Esther Osterndorf has agreed to marry Les Hatfield, CBS engineer, sometime in June....



"FROM THE ENDS OF THE EARTH"

Sustaining

WGN-Mutual network, Wednesdays, 10-10:30 p.m.

DRAMATIZED EXPEDITIONS MAKE GOOD ADVENTURE FARE WITH EDUCATIONAL TOUCH.

Second in a series of programs dramatizing the highlights of expeditions to the far corners of the earth was devoted to the Lowry expedition to southern Colorado.

Program dramatized the more exciting phases of the four-year stay in Colorado. Dr. Paul S. Martin, curator of anthropology at the Field Museum of Natural History, Chicago, who headed the expedition was interviewed by Carter Blaine.

First 15 minutes explained the purpose of the trip and last half told in dramatized form of a crazed squatter who threatened Martin's life but was bought off with a pack of cigarettes. This portion was very well done.

Program is designed for educational purposes and is put on the air by the University Broadcasting Council in cooperation with the Field Museum. Whoever is writing the script has taken a cue from other radio shows such as "Gang Busters," "Three Minute Thrills" and "March of Time," and made a very interesting half hour show out of something that could be very dry. The words anthropology and archaeology, under ordinary circumstances, would cause most listeners to tune out, but a good touch of showmanship keeps your interest.

FRANK MORGAN

Dodge Dealers

WHN, Wednesdays, 8:30-8:45 p.m.
Ruthrauff & Ryan Inc

FIRST OF DISK SERIES RATES JUST FAIR IN ENTERTAINMENT.

This is the series of transcribed programs, made in Hollywood late last year and scheduled to take the air in January, but delayed because of the automotive strikes.

Program features Frank Morgan, the screen actor, Freddie Rich's orchestra, and Frances Langford as the guest vocalist in the program caught.

Disk started out fast with Rich playing "Swing High, Swing Low,"

Shakespearian Series Being Offered by CBS

(Continued from Page 1)

orchestra will supply the musical backgrounds.

The dramas will include: "Hamlet"; "Macbeth"; "King Lear"; "Twelfth Night"; "As You Like It"; "The Taming of the Shrew"; "Henry IV"; and "Much Ado About Nothing."

then toned down. Morgan came on for a lot of chatter that was not very funny, and introduced Langford who sang "Star Dust" accompanied by the orchestra. This her only number. More of Morgan followed, and the show closed with Rich playing "Old Rockin' Chair's Got Me" as a musical background for the commercial, of which there is plenty. Dodge trucks, cars and used cars are plugged. Also a plug to listen to the Major Bowes Amateur Hour on Thursday nights, sponsored by Chrysler Corp.

"SALLY AT THE SWITCHBOARD"

Brander & Co. (sunburn oil)

WMCA, Tuesdays and Thursdays, 2:15-2:30 p.m.

Norman H. White Co.

MYSTERY SERIAL WITH AMY SEDELL DOING GOOD JOB IN TITLE ROLE.

Nice work by Amy Sedell in the role of the telephone operator makes this an interesting little serial, judging by the first two installments. Locale is a hotel, and to start the action rolling there is one of those mysterious mysteries without which no mystery serial is complete.

Through the medium of the bright telephone operator, the story unravels, pausing now and then for a bit of hotel life, a touch of comedy, and the occasional commercials, which are slipped in somewhat unawares.

Program moves along at a gait calculated to hold interest.

JACK INGERSOLL

J. C. Eno Ltd. (Eno's salts)

WINS, Monday through Saturday, 10:30-10:45 a.m.

Benton & Bowles

ENTERTAININGLY VARIED PROGRAM OF CURRENT NEWS EVENTS.

Jack Ingersoll has a nice style for the handling of current news topics so as to give them a little colorful interest instead of just rattling off the headlines in staccato style.

Ingersoll covers plenty of territory, including both the foreign and the domestic field, and running from romance to opening stock market prices, and he gets in items with human interest touches as well as the hot stories of the day.

Asking \$25,000 Per For M-G-M Broadcasts

(Continued from Page 1)

suitable product for the show. Actors, actresses, musicians and script writers now on the payroll of M-G-M will be employed in the new series. Louis K. Sidney, managing director of WHN, will move to the coast shortly to take charge.

GUEST-ING

GIOVANNI MARTINELLI and PHIL SPITALNY with his girl orchestra, on Magic Key of RCA, June 6 (NBC-Blue, 2 p.m.).

PAULINE LORD and KENNETH MacKENNA, on Kate Smith Band Wagon, June 3 (CBS, 8 p.m.).

LOUIS D'ANGELO, LOUISE D'ANGELO and RUFUS DAVIS, on Joe Cook Shell Show, tomorrow (NBC-Red, 9:30 p.m.).

BEULAH BONDI, interviewed by Radie Harris, tonight (WHN, 8 p.m.).

BRODERICK CRAWFORD, son of Helen Broderick, interviewed at approximately 3:30 p.m. today, on "Grandstand and Bandstand" (WMCA, 2:30-5:30 p.m.).

BERT LYNNE and his vibro-violin, on Fred Allen program, June 2 (NBC-Red, 9 p.m.).

GEORGE GRIFFIN and JEAN ELLINGTON, on Movie Pilot, May 28 (WEAF, 7:30 p.m.).

New Production Technique in KNX Television Show

(Continued from Page 1)

mystery, "Your Witness," all memorize their lines, use full makeup, and all microphones are concealed wherever feasible, making the show as realistic and as near to being a legitimate stage production as possible. In following the action about the stage, a Mole-Richardson mike boom is used, manned by one of the best operators the picture studios could supply. This boom operator wears earphones, one phone enabling him to hear the actual broadcast, the other connected to the monitor engineer's microphone in the control booth, so that directions can be received from him at all times during the show.

The boom microphone is the only one visible to the audience, and for television purposes the mike can be kept just clear of the television camera's focal angle, as in present motion picture work.

The premier performance played to a full house of over a thousand spectators and the reaction was very favorable. Playbacks indicated that the show was fully as interesting to the unseen audience as to the actual "eye witnesses."

"BARON MUNCHAUSEN"

JACK PEARL

RALEIGH and
KOOL CIGARETTES

WJZ-10 P. M. E.S.T.—Friday
NBC Network

Dir.: A. & S. LYONS, Inc.

STATION-STUDIO
and
TRANSMITTER

EQUIPMENT

NEW DEVICES
and
IMPROVEMENTS

Latest Technical Developments and Activities in Radio and Television

NEW REMOTE EQUIPMENT DEVELOPED BY ENGINEERS

Cleveland—After weeks of working in secret, E. L. Gove and his staff of WHK-WJAY engineers have evolved another new development in the way of equipment.

Within two weeks, six new remote high fidelity amplifiers will be ready for use. The new amplifiers are unlike any others developed elsewhere. In their finished state, they'll resemble nothing else but small cash registers to the eyes of those uninitiated in the mysteries of radio equipment. In the front of each will be a series of "vertical faders" (developed for WHK and WJAY exclusively by Gove several years ago) in place of the conventional dials used for control. Gove and his staff of technical experts have developed an entirely new circuit and a new design for remote amplifiers. While the new amplifiers will weigh much less than half what the present amplifiers weigh, while they'll be only a third the size and will be three times as compact, they'll be twice as efficient, according to Gove.

Along the entire length of a long work bench, the casual visitor will also see a series of gadgets, dials, thingamabobs and whatchamacallits. Gove explains that this will culminate within a month in a revolutionary piece of equipment for studio control use.

One huge piece of equipment called a "Volume Indicator Multiplying Unit" will be installed in the master control room. This will operate newly-developed Power Level Indicators in each of the studio control booths. New volume indicators (better known to the trade as "V. I's") which serve as visual checks on the "level" of programs and indicate distortion of tone, will be installed throughout. The new meters have an advantage over the old-style meters previously in use. They rise rapidly to a peak, but fall back slowly. This is known as electrical damping. It enables the engineers to monitor programs more accurately and keep distortion of tone at a minimum.

MOTION PICTURE LIGHTING AND EQUIPMENT CORP.

WE FURNISH
Electrical Lighting Equipment of Any Kind
FOR RADIO STATIONS

244-250 WEST 49th STREET
New York City Tel. CHic. 4-2074

WHK Ultra-High Frequency Experiments

Cleveland—Under the direction of E. L. Gove, chief engineer, WHK is embarking on a period of exhaustive research and experiment with ultra high frequency broadcast bands.

High in the Terminal Tower, Engineer Gove's technicians are busy installing new Western Electric equipment just received. When motor generators and antenna equipment is received the latter part of June, all programs now heard on WHK's 1390 kilocycles will also be heard on an ultra-high frequency band.

The United Broadcasting Company holds experimental licenses on 30.6, 34.6, 38.6 and 41 megacycles. While it is pointed out that few receivers are capable of picking up signals on these frequencies and therefore at present few listeners will hear the programs emanating from WHK studios on the ultra-high frequencies, the results of WHK's experiments may lead to startling advances in radio in the future. Thus the entire industry and the listening public may benefit eventually.

Gove and his engineers will make exhaustive studies of noise, fading, shadow effects and other phases of ultra-high frequency broadcasts in the Cleveland area.

WXYZ's New Antenna Is Placed in Service

Detroit — WXYZ's new vertical radiator type antenna has been completed and was placed in service this week. It was designed and constructed under the supervision of Lynne C. Smeby, engineering supervisor of WXYZ, and is the second highest structure in the city of Detroit. Located on top of the Maccabees Building, Woodward and Putnam avenues, in the very center of Detroit's beautiful Art Center District, it towers 474 feet above the ground. It is 283 feet above the roof of the Maccabees Building. Careful measurements made since the completion of the tower, show that the total power of WXYZ has been effectively raised three times due to the increased efficiency over the old antenna.

The tower is built of high grade steel and is designed to withstand a 110-mile gale with a half-inch of ice coating all members. A patented bolt has been used to hold the different members of the tower together, and is considered by structural engineers to be one of the safest methods of connecting the members together. The base of the tower stands on three porcelain insulators which have been proof tested to a strength of 53 tons.

Low Frequency for WTAR

Norfolk—WTAR is making a special low frequency installation to receive and rebroadcast the Arlington time signal locally. Plan is to let standby dashes ride through music as a background a few minutes before noon preceding the signal. New service will supplant 15 second Arlington time signal and announcement through NBC network for the station.

KYA's New Transmitter Is the Latest Creation

New \$100,000 transmitter setup dedicated this week by KYA, San Francisco, embraces the latest word in RCA high fidelity apparatus and other transmitter is housed in a beautiful ultra-modern white, reinforced concrete building on Candlestick Point. From this vantage point, one can see the entire city of San Francisco, the east bay and Marin county. The building houses the transmitter in two transmitter rooms, and in addition there are living quarters for personnel. Basement room houses all the power equipment, cooling systems, a transformer vault and a garage.

In case there is ever a break in the service of the new transmitter, KYA will be prepared for the situation. It will have an auxiliary transmitter at the plant, ready to carry on the job where the other left off.

The task of installing the transmitter and all the affiliated equipment rested on the shoulders of KYA's Chief Engineer Paul Schulz.

The transmitting tower is 450 feet tall, weighs 60 tons and is approximately 120 feet distant from the transmitter house. Over-all height of the tower is nearly 850 feet above sea-level, giving the transmitting radius a clean sweep over its course, without such usual obstacles as high buildings, trees, hills or man-made structures.

Four hundred tons of concrete and steel were used in the foundation for the tower. Enough copper wire to stretch five miles was used in the grounding system at the transmitter. The tower is so constructed as to withstand an eighty mile an hour gale with safety.

There is a flashing red beacon at

THREE-YEAR RESEARCH ON WMBC TRANSMITTER

Richmond — Construction of WMBG's new modern radio broadcasting transmitter plant, to be located at Staples Mill Road and Broad Street Road, and calling for two 216-foot antennas placed 91 feet apart, required nearly three years of research work and careful planning. Each census district in the counties representing the primary areas was carefully analyzed for population, number of radio homes and other general market data. The purpose of this was to find the most thickly populated and richest markets in the Richmond market area.

It was found that a greater number of radio homes were located in the Southeast triangle and the richest agricultural markets in the State were in Southside Virginia. It was then necessary to propose a directional antenna which would concentrate the greatest amount of energy in the direction above mentioned, and at the same time borrow this energy from the sections which were practically without radio homes. This called for work of consulting engineers to determine the type and kind of radio towers, their separation and direction, and the manner which the current from the transmitter should be fed to each tower. Once the pattern was established, it was necessary to decide upon a location. It was found that the present location of the new WMBG transmitter was best suited to serve the industrial triangle and the richest agricultural market in the State.

the very tip of the tower, which gives forty flashes a minute. It is controlled entirely by an electric eye, which in turn is controlled by the sun. The beacon acts as a safety signal for aviation.

Tele Takes Holiday

London — Television screens throughout the area served by the BBC will be blank for three weeks from July 26. This follows the official decision to suspend broadcasting "to allow overhaul and certain internal adjustments." Actually one of the main reasons is to give the staff at Alexandra Palace a holiday. A relief staff is impracticable for the intricacies of routine have been acquired only after long and arduous experience by those who now control it.

NEW PATENTS

Radio and Television

Compiled by

John B. Brady, Attorney

Washington, D. C.

2,081,162—Antenna. Andrew Alford, New York, N. Y., assignor to Mackay Radio & Telegraph Co.

2,081,205—Radio Circuit. Hans Marsiske, Furstenwalde/Spree, Germany.
2,081,247—Electric Discharge Tube. Johannes G. W. Mulder, Eindhoven, Netherlands, assignor to N. V. Phillips Gloeilampenfabrieken.

2,081,274—Antenna Structure. Walter Max Hahnemann, Berlin, Marienfelde, Germany, assignor to C. Lorenz Aktiengesellschaft.

2,081,295—Selective Control Mechanism for Radio Sets. Ransom L. Galinat, Wethersfield, Conn.

2,081,344—Braun Tube. Manfred von Ardenne, Berlin, Germany.

2,081,415—Electron Emitter. Edmund A. Veazie, New York, N. Y., assignor to Bell Telephone Laboratories, Inc.

2,081,425—High Frequency Transmission System. Clifford E. Fay, Chatham, N. J., assignor to Bell Telephone Laboratories, Inc.

2,081,429—Electron Tube and Method of Operating the Same. Wolfgang Gaede, Karlsruhe, Germany.

2,081,530—Wireless Direction Finding System. Harry M. Dowsett, Winchmore Hill, London, and Robert Carzow, Ardentinn, England, assignor to RCA.

2,081,577—Phase Modulation. Murray G. Crosby, Riverhead, N. Y., assignor to RCA.

2,081,584—Tuning System. Hans Hasse, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,081,625—Public Address System and the Like. Alfred N. Goldsmith, New York.

2,081,686—Remote Control Apparatus for Electric Tuning Systems. Adolph A. Thomas, New York, N. Y., assignor to RCA.

2,081,705—Detector Circuit. Gunther Jobst and Waldemar Wehnert, Berlin, Germany, assignors to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,081,708—Discharge Tube. Baarte Krol, Mitcham Junction, England, assignor to N. V. Phillips Gloeilampenfabrieken.

2,081,711—High Frequency Apparatus. Herbert S. Polin, Port Washington, N. Y., assignor to Polin, Inc.

2,081,713—Compensation for Variation of Plate Currents. Arnold J. Rohner, Haddon Heights, N. J., assignor to RCA.

2,081,714—Electron Discharge Device. Horst Rothe and Werner Kleen, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,081,730—Television System. Harold H. Beverage, Riverhead, N. Y., assignor to RCA.

2,081,739—Sensitivity Meter. Walter Dissler, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,081,746—Tuning Device. Hans E. Hollmann, Berlin-Wilmersdorf, Germany, assignor to Radio Patents Corporation.

2,081,767—Indicating Device. Rudolf Hans Richter, Leipzig, Germany, assignor to Radio Patents Corp.

2,081,864—Emissive Cathode. Donald V. Edwards, Montclair, and Earl K. Smith, East Orange, N. J., assignor to Electrons, Inc.

WLBC Sales Promotion File

Muncie, Ind.—“To Sell Eastern Indiana” is the title of a complete compilation of facts regarding WLBC and its sales territory. Maps, charts, tabulations, case histories and much other informative data is contained in the folder.

WBRY Musical Gets Sponsors

New Haven—WBRY's new full-hour musical, daily at 8 a.m., though only a week old, already has ten commercial participators, varying from scalp treatments to garages.

Covering Summer Theaters

Openings of leading summer stock companies in the New York area will be aired over WMCA, with Martin Starr making the visits.

★ Theater Improvements ★

Marshalltown, Ia.—KFBJ has asked the FCC for license covering new antenna, changes in equipment and move of transmitter.

Quincy, Ill.—New automatic frequency control equipment is to be installed by WTAD.

Little Rock, Ark.—KLRA has applied to FCC for license to cover CP for changes in equipment and increase in power.

Buffalo—WKBW has asked for license covering CP for changes in

antenna and move of transmitter.

Detroit—CP to install new transmitter and raise power to 5 kw. has been asked by WXYZ from the FCC.

Devil's Lake, N. D.—KDLR has applied for CP to move transmitter and install new vertical antenna.

Twin Falls, Ida.—Changes in transmitting equipment, new vertical antenna, move of transmitter and increase in power to 5 kw. day are embraced in application of KTFI filed with the FCC.

Clean Up Interference From Cuban Stations

American stations suffering for many years as a result of bad heterodyning from Cuban stations have taken steps to clean up this interference. Herbert L. Wilson, consulting radio engineer, has been retained by a number of stations and has been endeavoring to establish higher standards for broadcasters, to prevent overmodulation and to provide stations in Cuba with temperature control ovens and zero coefficient crystals so that they may maintain their assigned frequency to a high degree of accuracy.

CMCY, Havana, planning to increase power to 10,000 watts day and night, has retained Wilson as consulting engineer and he has installed the first vertical radiator, first concentric transmission line and first low level transmitter there. Wilson leaves next week for Havana to supervise the power increase, making CMCY the most powerful station in Cuba.

Designs Dynamic Mike

West Coast Bureau, RADIO DAILY

Los Angeles—Universal Microphone Co. of Inglewood has designed a new dynamic microphone built especially for orchestra pickup, and combining velocity and pressure principles. President James R. Fouch plans to be in production on the new unit late in June or early in July, and during the summer will issue a bulletin describing the microphones with instructions for its use.

New Coast A.C.B.T. Head

West Coast Bureau, RADIO DAILY

Hollywood—Paul C. O'Harra, KNX engineer, is the new president of the Hollywood A.C.B.T. local, succeeding the late Kenneth G. Ormiston, president and chief transmitter engineer. Leo Shepard was nominated along with O'Harra, but latter won by a good margin.

Harry Spears, western representative of A.C.B.T., has been in New York conferring with executives and engineers on wage scale adjustments.

KTAT Adds 2 Announcers

Fort Worth, Tex.—Increased business has resulted in addition of two announcers at KTAT. They are Joe Pierson, who came from WHAS and WQAM, and Francis Hill.

KXBY Modernization

Kansas City—New equipment installed in the recently occupied quarters of KXBY include a new console type control desk which utilizes Kellogg switches and has six Daven faders, Jensen dynamic speakers in four studios and large type Jensen speakers in three audition rooms, new audition equipment which includes a 94-C RCA audition amplifier and the addition of four microphone pre-amplifiers and two speaker amplifiers which were developed by the station's engineering staff. Further modern improvements include an elevated control room floor to provide a better view of the studios and the use of indirect lighting and acoustic plaster throughout for walls and ceilings.

WSPD Mobile Equipment

Toledo, O.—WSPD has ordered a specially-built trailer to house the mobile equipment and short wave transmitters from the Ohio Camp Trailer Co. of Toledo. House-trailer will be 17 ft. long, 6½ ft. high, and 7½ ft. wide. Exterior will bear a medium gray paint job with identifying insignia on the sides. Interior will resemble a regular broadcasting station's control room in miniature, according to Vern C. Alston, WSPD's chief engineer. Two 100-watt transmitters will be installed, together with an all-wave receiving set, a remote control amplifier, and all other equipment necessary to broadcast. Power will be provided by a regular gasoline-operated, 110-volt, 60 cycle, A.C. power plant.

Another Film Star-Radio Probe

Milwaukee—At its annual convention here yesterday, Allied States Ass'n, a national organization of motion picture theatermen, named a committee to investigate the problem of radio competition with film theaters, more particularly the appearance of film stars on the air.

Cahoon Joins Tyson Agency

Brent F. Cahoon, formerly operating his own advertising agency in Tulsa, Okla., has joined the executive staff of O. S. Tyson & Co., Inc., New York. Appointment becomes effective immediately.



**For Sale At
Space Rates
the Buying
Power of
RADIO
Gathered At
Chicago
For the BIG-**

**NAB
Convention
(June 20-23)
Radio Daily
Will Issue
Special
Editions
Every Day**



Coast-to-Coast

DON DUNPHY will be at the mike tonight when WINS and the New York Broadcasting System air the opening of the motorcycle racing season from the Yankee Stadium. Program will be broadcast every Friday, at 9-9:15 p.m. this week and at 9-9:15 and 10-10:15 on succeeding Fridays.

WBRY will broadcast exclusively the only part of the Yale Commencement exercises to be aired, June 23. This is the awarding of honorary degrees to noted persons.

Howard Chamberlain and Cy Rapp of KMA, Shenandoah, Ia., went to St. Joseph, Mo., to handle the broadcast of Postmaster General Farley's speech. Special events department of KMA arranged to feed the program to the Iowa Network, as it has done with other events in the KMA area. From St. Joseph, Chamberlain and Rapp jumped to Harlan, Ia., where Governor Kraschel of Iowa spoke at the High School graduation.

Choruses from 20 schools of northern N. Y. State participated in the Day of Singing at the Lake Placid Club, Lake Placid, N. Y., sponsored by the education foundation of the club. WMFF, the North Country's Own Station at Plattsburg, broadcast the entire afternoon proceedings, a four and a half hour feature. The remote feature 65 miles away was handled without any trouble whatsoever and WMFF now has the distinction of being the only station to ever broadcast a program from this exclusive club. Plans are being made to take several programs from the resort this summer.

Jack Dempsey and Mickey Walker, two of the prize ring's most famous champions, were on the sports program over WVFV last night.

A triple wedding of triplets will be broadcast over the NBC-Blue network from the First Methodist Episcopal Church in Carthage, N. Y., on June 1, from 9:30-9:55. Dora, Doris and Dorothy Zehr will be married to Francis and Sherman Kloster and Dewey Hill.

ONE MINUTE INTERVIEW

JANE PICKENS

"Radio's chief handicap is the lack of some means to make a radio show a permanent feature. A good stage play or a prize-winning movie can be revived, but once a show is heard on the air it has outlived its usefulness. Many people would like to hear some of their favorite broadcasts again. Why can't they be revived?"

ORCHESTRAS - MUSIC

THE Hudson-DeLange Orchestra, batoned by Eddie De Lange, begins a summer engagement today at Playland Casino, Rye. Will Hudson, co-leader and arranger for the outfit, is well-known as the composer of such hits as "Organ Grinder's Swing," "Mr. Ghost Goes to Town," "Moonglow" and "You're Not the Kind." Nan Wynn, who was presented at the French Casino by Rudy Vallee, is the featured vocalist. To be aired twice weekly over NBC, Tuesdays, 11-11:30 p.m. over WEA, Saturdays, 11-11:30 p.m. over WJZ.

Eddie Duchin, his band and vocalist Patricia Norman open at Chicago's Palmer House, with a Mutual wire, Tuesday evening. Stanley Worth is to be the new tenor. Charles Trotter succeeds Lou Sherwood as trumpeter-in-chief.

Ina Ray Hutton and her Melodears will be heard at the Aragon, in Chi., and aired via Mutual the week of June 12.

Maestro Jack Wardlaw and ork, featured over WIS, Columbia, S. C., depart for road work, ending in a summer engagement at a Jacksonville dance spot.

Guy Lombardo, Tommy Dorsey, Benny Goodman and Alex Bartha are the name bands who will make music for the Steel Pier dance devotees over the weekend. They'll be aired via WPG.

A new series of Sunday evening dance-music programs will be ethered over WICC starting this Sunday, 11:30-12 midnight, direct from the Pleasure Beach Ballroom at Pleasure Beach Park, Bridgeport, Conn.

Networks Set Record For Special Events

(Continued from Page 1)

floods; February saw the end of the flood threat, but attention switched to the automotive strikes in and around Detroit. March was just the routine events such as the Easter parade. April was mixed between the opening of the baseball season and the pre-coronation broadcasts from London. This month is well on its way to top January, what with the all-day coronation program from London and others leading up to the coronation and after, plus the Hindenburg crash, the Rockefeller memorial programs, tennis matches, Kentucky Derby, Indianapolis auto races, etc.

NBC's special events department under A. A. Schechter, director of news and special events, put 269 "special" spot news programs on the air, 179 international broadcasts covering the coronation and other European events such as the abdication of the Duke of Windsor and the events leading up to the abdication. CBS booked 275 programs with

Broadcasts will offer a variety of popular dance combinations, as exemplified by celebrated dance units of the country. Series will be opened by Jan Campbell and his ork.

Chick Webb and his boys inaugurate a week of music at the Regal Theater, in Chi. June 18.

The Mills Brothers are scheduled for a run at London's Palladium Theater, opening July 5. They'll sail for England sometime the latter part of June.

Johnny Messner and his musical contingent take over the McAlpin Roof June 1, featuring a brand new theme song.

Maestro Bill McCune, after a year and a half of batoning in Westchester bistros, is doubling in musical entertainment, with an afternoon cocktail spot at the Plaza and an evening one at the Brooklyn Bossert Roof.

Lois Bennett, soprano, has taken over the Mary Eastman spot on the Abe Lyman "Waltz Time" series, heard over WEA and the NBC-Red Fridays at 9. Frank Munn carries on with the Lyman ork.

Irving Prestopnik, self-styled woolly-toned clarinetist, whose moniker in the profesh is Fazzola, is considering leaving the Roosevelt Rhythm Kings to join Gus Arnheim.

Seventeen-year-old Sonny James and his band of local musickers are heard Wednesdays at 10 p.m. over WPG. They are in great demand for sorority and convention dances along the Atlantic City Beach front.

January the top month, totaling 88 broadcasts; February, 52; March, 45; April, 40; and May up to the 19th, 50. In the CBS total are all international and Presidential fireside chat programs. Paul White, CBS director of special events, is now in London. John Fitzgerald, White's assistant, is in charge here.

Dave Driscoll and Jerry Danzig of the WOR-Mutual staff handled 183 programs for Mutual, a rather high total considering that very few were international broadcasts. This group went whole-hog on the floods, boxing, the Merrill flights to and from England, the coronation, the Hindenburg crash and resultant investigation. Monthly breakdown of WOR-Mutual "specials" reveals January first with 72 programs; May, up to the 19th, 53; March, 33; February, 14; April, 11. Most all the programs were directed by G. W. (Johnny) Johnstone, WOR public relations counsel.

In the tabulations all routine dinner speeches or talks for or against Roosevelt's Supreme Court plan were ruled out. Only programs that were essentially spot news were counted.

★ F. C. C. ★ ACTIVITIES

ORAL ARGUMENTS

The following applicants have been granted oral argument to be held Sept. 9: Frontier Broadcasting Co., Cheyenne, Wyo., The Journal Co., Milwaukee, Wisc., Mid-Atlantic Corp., Washington, D. C., Trenton Times, Trenton, N. J., Metropolis Co., Jacksonville, Fla.

Oral arguments to be held Sept. 16: Walter H. McGenty, Rice Lake, Wisc., Lillian E. Kieffer, Brooklyn. WWRL, Woodside, N. Y., Paul J. Gollhofer, Brooklyn and WMBQ, Brooklyn.

MISCELLANEOUS

WOW, Omaha. Denied request for extension of temporary authority to operate with 5 KW. power at night.

Big Dedication Program For WISN Transmitter

(Continued from Page 1)

tion, honoring the installation of a 254 vertical radiator, Booster amplifier and a high fidelity RCA transmitter.

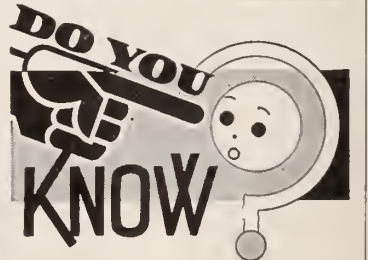
New equipment and modern air conditioned building for the engineers, with its shower baths and sleeping accommodations, are the last word. The equipment's great power and smooth operation assures clarity, better signal strength and will increase WISN's listening audience by thousands.

Following the network program, WISN will continue with a local celebration. Participating in the event will be the full WISN orchestra of 15 pieces and a kaleidoscopic parade of talent. Included will be the "Down by Herman's" program, a network feature originating in the WISN studios.

Announcer Riley Loses Voice

Indianapolis — Sports caster Len Riley's scheduled CBS broadcast from track-side of Indianapolis Motor Speedway on Tuesday was handled by announcer John Holtman, as Riley's voice failed him. Doctors say open-air announcing in early spring dampness is cause. Riley will be on Q. T. until Monday, when he will broadcast twice on Race Day features to CBS, assisted by Ken Ellington and Stan Thompson of CBS in Chicago.

Daily Sports Page of Air by Len Riley is being filled-in by Walter Riley, brother of Len.



Kate Smith never had a piano or vocal lesson in her life.



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 79

NEW YORK, N. Y., TUESDAY, JUNE 1, 1937

FIVE CENTS

Van Cronkhite Absorbs Rep Firm

WESTERN ADV'G MEET SETS DAY FOR RADIO

West Coast Bureau, RADIO DAILY

Los Angeles—Harrison Holloway, manager of KFI-KECA stations here, will have charge of Radio Departmental Day of the Pacific Coast Advertising Club convention at Utah Hotel, Salt Lake City, June 13-16. Radio Day will be June 15. Some 60 members of Southern Calif. ad clubs will leave on special cars June 12.

Program for radio day follows:

Anne Director, in charge of radio division, J. Walter Thompson office, San Francisco, "Radio Establishes Itself"; E. P. H. James, sales promo-

(Continued on Page 3)

NBC Engineers Discuss Problems of Television

Discussing solution of some of the problems encountered in NBC's television studios, by O. B. Hanson, NBC chief engineer, writing in the current issue of the RCA Review, foresees "an American television service of stupendous proportions built with the help of dozens of sciences.

"It would be necessary to include optics, electronics, lighting, motion pictures, radio engineering, acoustics, air conditioning, photography, etc.," says Hanson.

His article also dealt with NBC's electrical equipment for control of

(Continued on Page 7)

Mutual Ohio Linking Scheduled for Sept. 26

Affiliation of WJAY and WHK, Cleveland, and WKRC, Columbus, with Mutual System has been set for Sept. 26. WJAR, former MBS station in Cleveland, joins CBS at about same time.

WABY All-Nighter

Albany—An all-night schedule for stay-ups and milkmen, running continuously from 1 to 7 a.m., has been inaugurated by WABY, the NBC-Blue network outlet. Extensive tests have revealed that quite a number of listeners are awake between these hours, the station states. At 7 a.m. the regular schedule will get under way.

Radio Gets Salute

West Coast Bur., RADIO DAILY

Los Angeles—Radio industry has been picked by the L. A. Chamber of Commerce for this year's annual "salute," which features the organization's dinner and installation of officers. Dinner will be held at Warner Bros. studios and aired over KFWB the night of June 10. John Dolph, assistant to Donald W. Thornburg, v.p. in charge of CBS on the coast, is chairman. Harry Maizlish, KFWB manager, is in charge of entertainment.

KGLO, MASON CITY, IA. JOINING COLUMBIA NET

KGLO, Mason City, Ia., owned by the Globe-Gazette Co., publishers of the Mason City Globe-Gazette, will become affiliated with CBS this month, it is learned. Station is a 100-watter operating on 1210 kcs. Lee P. Loomis was in town early last week and set the deal with CBS officials. Rate will be \$125.

KGLO is located in the northern part of the state and will enable CBS to render a better coverage of this territory.

Western Mass. Icemen Planning to Use Radio

Springfield, Mass.—Western Massachusetts Ice Dealers Ass'n, at a meeting in the Hotel Clinton last week, decided to use radio for the first time to exploit the advantages of ice refrigeration.

Roesler & Howard Inc. Becomes Division of Van Cronkhite Associates Inc.-- Take Over All Contracts

SEPARATE RATE CARDS FOR NBC RED AND BLUE

For the first time, NBC is issuing separate rate cards for the Red and Blue networks. The two new cards, No. 23B and No. 23R, effective July 1, now include 19 stations added since last card was issued, Dec. 15. Rates are the same on the new cards with the exception of WOAI, San Antonio, which takes the new rate of \$260 per evening hour.

New cards have the same information formerly on combined card and

(Continued on Page 3)

Columbia Reorganizes Events and Talks Dep't

CBS has reorganized its special events and talks departments and consolidated both into a department of public affairs. Paul White, formerly head of special events, is in charge.

Sterling Fisher, head of the department of talks, reports to White, who in turn is responsible to Lawrence Lowman, CBS vice-president in charge of operations.

In the talks division are the "American School of the Air", "American Church of the Air", "Talks", the quarterly publication and all other radio speeches, such as the

(Continued on Page 7)

Stockholders of Roesler & Howard, Inc., only foreign language radio representatives, have voted approval of a plan which allows VanCronkhite Associates Inc. of Chicago to absorb the station rep firm. Deal will see Roesler & Howard identity completely dropped, with the station rep firm becoming a division of VanCronkhite Associates.

George Roesler will be employed by John VanCronkhite's firm as manager of the foreign language station

(Continued on Page 3)

BIG 10 FOOTBALL GAMES ALMOST GET A SPONSOR

Chicago — Exclusive sponsorship rights to Western Conference (Big Ten) football this fall were almost sold, for a figure said to top \$100,000, but deal fell through when Illinois declined to join. One of bidders was Wilson & Co., packers. Northwestern, Chicago, Indiana, Purdue, Iowa, Ohio State and Wisconsin were reported for the idea. Several of these will now sell rights individually. Iowa is said to have Maytag interested. Michigan may again get Chevrolet.

Jack Haley is Signed For Gen. Foods Show

Jack Haley, stage and screen comedian, has been signed by Benton & Bowles agency to head a General Foods show starting in September. Entire show booked by Sam Lyons of Lyons & Lyons.

Treaty Spurs Exports

Washington Bur., RADIO DAILY

Washington—U. S. exports of radio and wireless apparatus, including tubes, increased 33 per cent in the first year of the Canadian-U. S. trade agreement, the State Department reveals. Exports last year totaled \$2,433,000, against \$1,855,000 the year before, a rise of \$578,000.

☆ THE WEEK IN RADIO ☆

... They're Still Unitin'

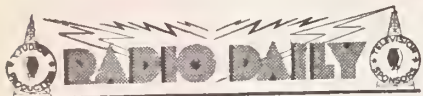
By M. H. SHAPIRO

OF all the organizing and signing last week, perhaps the CBS contract with the American Guild of Announcers & Producers is most important. . . . AGAP is not affiliated with any outside organization such as AFL or CIO and the negotiations were peaceful. . . . WHN's case went to the National Labor Relations Board. . . . On the Coast NBC workers organized their own union, unaffiliated. . . . In Boston John Shepard 3rd defended the action of the Colonial network in stating its own position, just before the CIO was to go on the air,

merely seeking to indicate that the CIO was on its own. . . . WIP was picketed by CIO when a speaker was denied the ether. . . .

Study of foreign progress as compared to U. S. advances in television will be the network pastime this summer via its engineers and representatives. . . . not a few major web exes have booked passage. . . . Amos 'n' Andy will leave Pepsodent after Jan. 1, and the events in connection thereof are considered not a little important to Lord & Thomas agency. . . . Social Security apparently is no

(Continued on Page 2)



(Registered U.S. Patent Office)

Vol. 1, No. 79 Tues., June 1, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338 (Cable address: Filmday, New York, Holywood, Calif.—Ralph Wilk and Verne Bailey, 6425 Hollywood Blvd. Phone Granite 6607.

Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

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Getchell Agency Changes

J. Stirling Getchell, formerly president of the agency bearing his name, is now chairman of the board, with Walter W. Templin, one time executive vice-president of Pepsodent Co., coming in as president of the agency.

Thomas F. Dougherty is the new general manager, a post which has been vacant since February when William A. Blees resigned. Dougherty comes from the legal field. Blees is now with Geyer, Cornell & Newell Inc.

Addition of new members to the agency involved no change in ownership, Getchell said.

WTAQ Sprucing Up

Green Bay—Extensive improvements are under way at the studios of WTAQ, located in the Bellin Building. Commercial staff has moved into a recently completed suite of 12 rooms on the eighth floor of the building, while the penthouse studios are being entirely rebuilt with the most modern studio equipment being installed.

Program department plans a feature broadcast of festivities attending the formal opening.

Issuing Radio Registry

Under the title of the National Radio Registry, a new guide of "Who's Who" in the radio field will shortly begin as a monthly publication, according to announcement by the Wales Advertising Co. Personnel of all branches of radio, also listings of radio aspirants, will be included. Distribution will be free to agencies, stations and program builders.

The Script Library
A DIVISION OF RADIO EVENTS, INC.

535 Fifth Avenue,
New York, N.Y.

A Radio Script for Every
Sustaining and Commercial Need

★ THE WEEK IN RADIO ★

... They're Still Unitin'

(Continued from Page 1)

bargain to employers of radio talent, much less to the talent itself... an actor working on different programs is easily a headache to himself and employer, when as and if the "employer" in fact is established... WJBK aired the Tigers-Yankee game in Detroit while teams played in New York... first time other than World Series or opening game was supposed to be heard out of New York... especially sponsored without authorization from said Yanks...

Musicians' Union Meets On Mechanical Situation

Orchestra leaders and other members of Local 802, American Federation of Musicians, held a special meeting Friday in the Hotel Astor in answer to recent letters from President Jos. N. Weber, regarding the protection of the members' rights in electrical transcription and other mechanical reproduction of music.

After considerable discussion, the meeting adjourned to a later date. Consensus of opinion, however, was that the coming A.F.M. convention would put up a stiff fight against mechanical reproduction of music which is believed to keep musicians out of work. Weber pointed out that in making the ET disks of any sort, a time limit and specified usage should be agreed upon. Tightening up on phonograph record use on the air was also indicated.

WESG Staff Additions

Elmira—Glenn Williams, formerly of WKOK, Sunbury, Pa.; John Newhouse, from WFMD, Frederick, Md., and Woodrow Ott, from WRAC, Williamsport, are now on the WESG announcing staff here.

Earnest Oliver has been made local sales manager, Harold Wagner was promoted to program director, while Glover DeLaney, formerly commercial manager, goes to WFBL, Syracuse, in charge of special events.

Fitra Finishes Recording

Los Angeles—Fitra Productions, headed by W. H. Voeller, has finished recording a musical program entitled "Continental Cafe," with a cast of 61, featuring Ray West and orchestra, Marcel Ventura, Verna Osborne and Betty Borden. Voeller planes east shortly to audition the program.

Clair Heyer at WHBF

Rock Island, Ill.—Clair Heyer, who recently resigned from KXBY, Kansas City, to become national advertising manager of WHBF here, takes up his new duties today.

Lowell Thomas Gets Award

Lowell Thomas has been named winner of this week's Pilot Radio Weekly Award of Merit, for his Coronation broadcast over NBC.

Canada plans two 50,000-watters... songwriters came down to a willingness to accept 50 per cent of the ET license fees, splitting with the publishers, but the latter did not take to the idea so readily... Jack Lavin resigned as Paul Whiteman's manager after seven years... seeks a vacash... Edythe Fern Melrose went to Street & Finney agency as radio department head... More talk anent a big-shot front man for radio industry... which of course is not intended to step on toes of the NAB.

NBC Thesaurus Exhibit At NAB Chi Convention

NBC Thesaurus plans an elaborate exhibit, with special giveaways to visitors, at the NAB convention in Chicago, June 20-23, in the Hotel Sherman. NBC's ET service will be represented at the conclave by Frank E. Chizzini, Reginald Thomas, Gus Reiniger and Robert W. Friedham, from New York, and Maurice Wetzell and William Young, Chicago.

WFBR's Clipper Broadcast

Baltimore—When the Pan American's flying boat the Bermuda Clipper arrived in Baltimore on Thursday, WFBR was on the spot with a special broadcast. Stewart Kennard, WFBR special events man, was at the Municipal Airport with a short wave pack set to give a description of the landing. WFBR also made arrangements with Major Charles A. Masson of the Maryland National Guard to fly down the Chesapeake Bay about 20 miles from the airport, meet the Clipper and give a description of the plane's progress with his short wave set. One of WFBR's receivers picked him up. After the plane docked, Mayor Howard W. Jackson introduced Capt. Harold E. Gray, master of the flying boat to the Baltimore radio audience.

Ross Federal Appointments

Roland P. Brown, for six years sales manager of the R. L. Polk & Co. marketing research division, has been appointed director of sales promotion for Ross Federal Research Corp. Ross Federal also has promoted Charles H. Seaman to field sales manager, controlling 31 branch offices.

Bob Nolan at WIOD

Miami—Bob Nolan, lately of WLW, has joined WIOD as program direction and production chief. He also will offer his own program, "Serenade In the Night," with Earle Barr Hanson, musical director, accompanying.

RUSTY HINGE

recorded by Chick Webb on

Decca No. 1273-A

ROY MUSIC CO.
1619 BROADWAY, NEW YORK, N.Y.

COMING and GOING

CHESTER RACKEY, NBC audio facilities engineer, is en route to Great Smoky National Park, where he will spend his vacation.

CY NEWMAN and FRANK MENKE will go to Kentucky to broadcast the Latonia Derby for CBS on June 12.

JOHN G. PAINE, general manager of Ascap, sales June 19 for Europe. He will confer with representatives of Ascap and affiliated societies in England and France.

ABE LYMAN and his orchestra have left town on series of vaudeville and one-night stands.

MAIDA and BUDDY HEATTER, son and daughter of Gabriel Heatter, have left for a one-month trip to Mexico.

JACK ARTHUR leaves immediately following his WOR airing June 7 for Dallas, where he is contracted to sing at the Pan-American Exposition for the summer.

REGINALD ALLEN, newscaster and announcer of WBT, Charlotte is on a two-week vacation at his home in Hartford.

JOHN M. WHITMAN of the engineering staff of WBT Charlotte is on a month's vacation on the Pacific Coast.

W. H. VOELLER president of Fitra Productions Hollywood planes east soon to audition programs for eastern accounts.

JOE KEELY emcee of the National Barn Dance will attend the Colorado Pharmacal Association's affair in Colorado Springs June 16.

DR. FRANKLIN DUNHAM, NBC's educational director, will address Ithaca College on June 11 and the student body of Wellesley Hills High School in Massachusetts, June 12.

JIMMY KEMPER, NBC baritone, spent several days in Atlantic City preparing new air scripts.

SIDNEY SLON, WLW actor, with MRS. SLON, left Cincinnati Friday for Canada to sail on a freighter for England for a three-month vacation.

EDWIN H. "BUDDY" MORRIS, head of Warner music firms, is on the coast recuperating from a mastoid operation. Present plans call for his return to New York June 20.

RICHARD KOUNTZ, Witmark Standard department head, is back in New York after a business trip to the west coast.

E. P. H. JAMES, NBC sales promotion head, has left town for a week's vacation.

LEO FITZPATRICK and G. A. RICHARDS, executives of WJR, Detroit, were in New York late last week.

HOWARD PETERSON, owner of WOW, Omaha, is in Hollywood for a visit.

STAN LEE of Major Bowes' office was at WEEL, Boston, last week conducting auditions.

ROCCO VOCCO, general manager of Music Publishers Holding Corp., has returned from a five-day trip to Washington, D. C.

MARY ELLIS sails tomorrow for England on the Aquitania.

RALPH WONDERS, who is in Cleveland for the Great Lakes Exposition, will arrive in Chicago today for a business conference and then return to Cleveland.

JULIUS F. SEEBACH, JR., program director of WOR, leaves on a three-weeks' vacation today. He will motor to Georgia where he will sojourn on his extensive farm.

E. R. CULLEN, assistant operating engineer for NBC, sails on the S.S. Normandie, Wednesday, June 2, at the request of the French Line to survey the huge ship's radio equipment and instruct the staff operators in broadcasting technique. He also will inspect all facilities on board for possible studio locations. He will confer in Paris with French Line officials and return to New York on June 28.

The Tavern RADIO'S RENDEZVOUS

MAKE THIS YOUR
LUNCHEON—
DINNER—SUPPER CLUB

158 W. 48th St.

Toots Shor

VAN CRONKHITE ABSORBS ROESLER & HOWARD INC.

(Continued from Page 1)

rep division. Understood VanCronkhite Associates took over all contracts of Roesler & Howard.

An immediate campaign is being launched by VanCronkhite to line up national business for foreign language stations. Firm believes there are unreached millions which national advertisers have never reached mostly because they have never known about the advantages of foreign language stations to reach the millions of loyal foreign language speaking people in America.

VanCronkhite Associates also has a division of radio news features along with a division of radio news counseling. John VanCronkhite, the president, is also president of the Association of Radio News Editors & Writers.

Meyerson on Coast for RCA

West Coast Bureau, RADIO DAILY

Los Angeles—Harry Meyerson, with RCA for the past eight years in the east, arrived in Hollywood last week to take over managership of RCA's Hollywood Recording Service (records and transcriptions) in place of W. Arthur Rush, who resigns June 1 to become Pacific Coast executive in charge of CBS Concert Artist Bureau, particularly in placing contract artists in motion picture work.

Meyerson was formerly studio manager for RCA's Photophone Recording Service, in New York.

Baker Disks Get Results

Boston—"Adventures of Sonny and Buddy," Biddick-produced transcription series in 100 episodes, has had unusual success when sponsored by bakers and candy companies in the western states, according to Kasper-Gordon Studios, New England distributors. One sponsor reported 220,000 bread wrappers obtained in first seven weeks of broadcast. Negotiations for eastern seaboard sponsorship are now under way.

Summer Scripts

A group of scripts, light in character, for summer broadcasting, will be included in the June catalog issued by Script Library division of Radio Events.

CBS to Present New Drama

"Red-Head Baker," a new radio drama by Albert Maltz, will be presented by the Columbia Workshop over CBS on June 13 at 7-7:30 p.m. It deals with juvenile delinquency.

Donald Peterson

PRODUCING

JUNIOR G-MEN of AMERICA

WOR—6:30 P.M.

M.W.F.

NEW PROGRAMS—IDEAS

"Junior Opportunity Revue"

The "WBAL Junior Opportunity Revue," conducted by Don Hicks and Walter Linthicum, was inaugurated on WBAL Sunday, 8-8:30 a.m. WBAL will use this program as a means of offering juvenile talent of Baltimore and vicinity an opportunity to appear on radio, as well as win valuable prizes.

Although the names of the children appearing on the program will be announced at the start and conclusion of each broadcast, when stepping before the microphone they will be identified only by a given number. Three judges will attempt to choose the outstanding young artist on each program, this to be substantiated by votes of listeners. A winner will be picked each week, with a final grand-prize winner chosen at the conclusion of the series, which will last approximately 24 weeks. Prizes will also be

given to weekly winners. Ernie Cooper will furnish the music for the programs.

"Talent Salesman"

A new type of program in which a salesman will try to sell talent to the radio audience made its bow on WHN yesterday at 7-7:15 p.m., with Bud Sweeney as the salesman and Joan Brooks, blues singer, as the talent. The broadcast will also be heard on Wednesday and Thursday at the same time.

Motoring Tips

With the motoring season in full swing, tips on driving conditions throughout upstate New York are given three nights a week by the "Road Reporter" over WSYR, Syracuse. The Automobile Club of Syracuse cooperates.

NBC Western Division Shows Further Gain

Continuing its gradual gain as a source of sponsored network programs, NBC's Western Division supplied 26 per cent of commercial program time in April, against 21.5 per cent in March and 23.6 per cent in April, 1936. Eastern Division supplied 49.1 per cent in April, against 53.1 per cent in March and 44.3 per cent in April, 1936. Central division provided 24.9 per cent, against 25.4 per cent in March and 32.1 per cent in April, 1936.

On sustaining and sponsored shows combined, the East supplied 45.5 per cent, against 46.8 per cent in March and 49.7 per cent in April a year ago; Central, 26 per cent, against 25.2 and 23.4 per cent; Western, 28.6 against 28 and 26.9 per cent.

New York continued to lead by a wide margin as the principal program source, contributing 640 hours, against 379 from Chicago, 337 from San Francisco and 108 from Hollywood.

Signed by WOR Bureau

WOR Artist Bureau has renewed contracts of Sid Gary, Eleanor Sherry, Helene Daniels and Tex Fletcher.

Paul Roberts, baritone, and Joan Merrill, contralto, have been signed by the bureau. Both will be heard on the Afternoon Varieties program.

Belmont Stakes on Mutual

For the second successive year the Mutual Broadcast System will air an exclusive account of the running of the Belmont Stakes June 5 at 3:30-4:30 p.m.

Mutual Accounts Add Stations

Two Mutual network accounts have added one station each. They are, National Silver, with Irving Kaufman, taking WBAL, Baltimore, and Varady of Vienna, Inc., taking on WHKC, Columbus, Ohio.

Western Adv'g Meet Sets Day for Radio

(Continued from Page 1)

tion manager, NBC, on "Latest Survey Data of NBC"; Donald W. Thornburgh, vice-pres. in charge on coast for CBS, on "The Future of Radio"; Ben S. McGlashen, owner of KGFJ and president Southern California Broadcasters Association, "Using Radio for Direct Sales"; Lindsey Spight, Pacific Coast manager for John Blair & Co., on "Visual Presentation of Spot Broadcasting".

Besides the speakers, there will be comedy acts arranged for by Hollywood. The ad clubbers will then head on East to take in the N.A.B. convention in Chicago.

Join Consulting Engineer

Herbert L. Wilson, consulting engineer, who recently opened new offices at 260 East 161st St., had added Arthur L. Solbrig, a graduate of the Brooklyn Polytechnical Institute, and Richard H. Myers, of Massachusetts Institute of Technology, to his staff.

Wilson plans to devote his engineering services to designing of directional array antennas and field strength surveys.

I. R. Amends Registration

Washington Bureau, RADIO DAILY

Washington — International Radio Corp. has filed an amendment to its registration statement with the SEC on proposing an offering of 31,400 shares of \$1 par common to stockholders to be reserved for warrants at \$10 for a cash offering of \$314,000.

The issue will be unsubscribed but may otherwise be sold if offered by terms of post effective amendment.

RECORDINGS

Productions — Transcriptions

Sound Reproductions Corp.

17 West 46th St.
New York City

Telephone
BR 9-8265

SEPARATE RATE CARDS FOR NBC RED AND BLUE

(Continued from Page 1)

also have a clarified listing of the affiliated outlets arranged alphabetically by cities, call letters, power, frequencies and time zones. Also indicated are the cities using daylight saving time. Usual discounts are present.

Red network with 85 outlets and WLW (gross rate 6-11 p.m.) is \$20,060 for the hour; \$12,116 for half-hour and \$8,076 for quarter-hour. With WSAI, Cincinnati, instead of WLW, the rate starts at \$19,100 for the hour.

Blue network, with WLW, 90 outlets, based on \$19,200 for the hour; \$11,600 for half-hour and \$7,732 for quarter-hour. Blue web with WCKY instead of WLW, also 90 outlets, is \$18,320 for the hour.

Card reveals Northwestern Group being altered, and consolidations effected in several Supplementary Groups to afford greater choice within groups. North Mountain Group stations are now available individually. Southeastern Group has greater flexibility in arrangement for use with or without South Central Group. Other changes concern the many outlets added since the first of the year.

Florida Anti-Ascap Bill Passes Senate Chamber

Tallahassee—Florida senate chamber passed the anti-Ascap bill, 29 to 1. Measure now ready for the lower house, where it is expected to pass without strenuous opposition. Senator John R. Beacham of West Palm Beach, sponsor of the bill is chief executive of station WJNO, West Palm Beach.

WPFT Show for Carolina Net

Raleigh, N. C.—"Southland Echoes," produced by WPFT for Carolina Sales Corp., has been so well received that sponsor plans to air it over a Carolina network, including WPFT, WIS in Columbia, and other stations to be added, in behalf of Kelvinator products.

Henry Frankel Joins WOR

Henry Frankel, booking agent, has been added to the WOR Artist Bureau. Frankel is a brother of Lou Frankel, radio editor.

THE SONGBIRD OF THE SOUTH

KATE SMITH

A & P BANDWAGON

THURSDAYS

CBS NETWORK 8-9 P.M., E.S.T.

EXCL. MANAGEMENT TED COLLINS



BECOME

YOUR OWN RADIO STATISTICIAN

Next time you're stymied in traffic, look before you leap. Count the new cars with "outside" radio antennas. You'll need an adding-machine before you're through. There are now 5,000,000 automobile-radio families in the United States; one for every five passenger cars. The percentage, of course, is much higher among new car owners: the richest advertising market in the world! But it's just one of radio's many "bonus" and point-of-use markets.

RADIO IN 1937, published by Columbia, shows how radios on the road have *tripled* since July, 1934. It also gives the who, when, where and how of "at home" listening. Everybody knows "everybody" listens. RADIO IN 1937 gives exact figures. Write Columbia for details.

THE COLUMBIA BROADCASTING SYSTEM

PROMOTION

Kellogg Contest

Kellogg Co. (Corn Flakes and other cereals) is sponsoring a \$54,000 contest in which 5,148 prizes are to be awarded. The contest is a natural from the neighborhood grocer's point of view. Since \$6,900 of the total purse represent grocery order prizes, the dealer stands a good chance of cashing in on one or more individual orders of \$25 or \$50, as all entrants must give the name and address of their grocer on entrance blank. Contest is being plugged on all of the 22 radio programs under the sponsorship of Kellogg.

Who and What

"People, not geography, buy merchandise" and "Programs, not wattage, sell merchandise."

These are the legends on the title page of a new promotion piece issued by WBIG, Greensboro, N. C. The folder gives concise market data and other information on WBIG's territory.

Elder Michaux Song Sheets

In connection with the new series recently started by Elder Lightfoot Solomon Michaux, the "Happy Am I" revivalist, over Mutual network, a free song sheet is being offered to listeners who write in for the song of the week. This song is announced at each Monday's broadcast.

New WCAE Commercial

Pittsburgh—Nancy Martin, with a sax ensemble, starts a new commercial series Tuesday at 12:30-12:45 p.m. on WCAE. Orchestra includes Max Adkins, Charles Springer, Bob Miller, Ernie Lavish, Hal Davis and Joe Lesesak.

Philco Men Win Raise

Philadelphia—Pay increases of 5 cents an hour and a 36-hour week have been approved by employees of Phila. Storage Battery Co., makers of Philco radios, in settlement of their month-old strike.

RCA Preferred Dividend

Quarterly dividend of 87½ cents a share has been declared by RCA on the \$3.50 cumulative convertible first preferred stock, payable July 1 to stock of record June 10.

"BARON MUNCHAUSEN"

JACK PEARL

RALEIGH and

KOOL CIGARETTES

WJZ-10 P. M. E.S.T.—Friday
NBC Network

Dir.: A. & S. LYONS, Inc.



● ● ● Rudy Vallee paid Rodgers & Hart \$10,000 for exclusive vocal picturization rights to "All Points West," which takes eight minutes to do. Paul Whitehead introduced the number at his Hipp Concert... WBBM, Chicago, have ciggie lighters with their name and CBS on them!... Lucille Johnson, Chi show girl who appeared in "Red, Hot & Blue" and is now singing at the Paradise, has been signed by Warners—another Jeanette MacDonald... Sylvia Froos opens at the State Thursday... Benny Davis' trip to Bermuda was to write a story for submission to Jack Cohn of Columbia pictures, called "Star Dust Revue"... Gertrude Berg will have her children visit her in Hollywood this summer—that's why she purchased a house with a swimming pool in Beverly Hills.

● ● ● Craig Lawrence, commercial manager of KSO and KRNT, Des Moines, issued a memo to staff members that he's written to four amusement enterprises in the city, asking that the issuance of passes to station employees be discontinued and that the latter not feel obligated, since he expected all these people to spend money with the station and for the staff to support potential time-buyers... WHIO, Dayton, Ohio, is the latest to fall in the hands of candid camera fiends. Visitors to the studio break into shows on the air and demand performers and announcers to please pose in the light... Ben Moss was reading a commercial when exactly seven broke in on him.

● ● ● "Just Like Home" was auditioned by BBD&O and will become a test script... Music boys are throwing a party for Buddy Clark at the Tavern tomorrow night... Lum and Abner are talking pictures on the coast... Hildegard, Lou Holtz and Ruth Terry have been signed for the musical planned by Jack Curtis and Herman Shumlin... Bill Melia has a new set of molars—made to order!

SAN FRANCISCO

CBS here put KSFO announcer Bob Dumm in a United Air Lines Mainliner with a special mobile radio unit Friday afternoon to broadcast arrival of the Pacific Fleet steaming through Golden Gate. Besides holding a two-way conversation with Fred Waring in Hollywood, Hobart Bosworth compared S. F. 40 years ago with today. Local radio editors were along.

Bill Pabst, KFRC Don Lee-Mutual exec., still experimenting with his new program, "Contrasts". Once a musical show, Sunday eve he changed it into a variety piece.

Henry Maas, NBC sales traffic manager, was in Hollywood the past week.

Hal Bock and his wife (he's Hollywood NBC press chief) returned south after a week's visit here.

Larry Allen, manager of NBC's Artists Service, limping around after stepping on a nail that almost went through his foot.

Five harmonica players arrived at NBC here by air last week from NBC's artist bureau in New York. They will be led by Johnny O'Brien, harmonica wizard, who's being groomed for a transcontinental.

BOSTON

JOHN SHEPARD 3rd, president of Yankee network, was a Washington visitor late last week.

A. H. "Doc" Morton, head of NBC's managed and operated stations, visited the Boston and Springfield offices.

Harold Fellows, general manager of WEEI, returned last week from a trip to New York.

Felix Ferdinando and his orchestra opened Friday at the Totem Pole ballroom for a stay. Irene Janis is vocalist.

Roger Wheeler, WEEI continuity writer, expects to have his new play, "Cheerful Liar," produced in London in the near future.

Lewis S. Whitcomb, WEEI publicity manager, recuperating from a heart attack last week.

On rainy days when there are no baseball games, WAAB will air several races from Suffolk Downs, with Nelson Churchill at the mike.

"Morning Carnival," conducted each week-day on WAAB by Ruth Moss, celebrates its first anniversary June 3. At this time Ruth will interview Mrs. Ruscoe Clark, well known BBC commentator from London.

F. C. C. ACTIVITIES

APPLICATIONS RECEIVED

West Virginia Broadcasting Corp., Wheeling. CP for new station. 1310 kc., 100 watts, unlimited.

West Virginia Broadcasting Corp., Charleston. CP for new station. 1500 kc., 100 watts, 250 watts LS, unlimited.

O. C. Burke, Dickinson, Tex. CP for new station. 1500 kc., 100 watts, unlimited.

J. T. Griffin, Oklahoma City. CP for new station. 1310 kc., 100 watts, 250 watts LS, unlimited.

HEARINGS SCHEDULED

June 1: General Electric Co., Belmont, Cal. CP for new high frequency station. 9530, 15330 kc., 20 Kw., unlimited.

June 3: WATR, Waterbury, Conn. CP for change in frequency and power to 1290 kc., 250 watts, unlimited.

Cumberland Broadcasting Co., Inc., Portland, Me. CP for new station. 1210 kc., 100 watts, unlimited.

Twin City Broadcasting Co., Inc., Lewiston, Me. CP for new station. 1210 kc., 100 watts, unlimited.

Philip J. Wiseman, Lewiston, Me. CP for new station. 1210 kc., 100 watts, unlimited.

Cape Cod Broadcasting Co., Barnstable, Mass. CP for new station. 100 watts, 250 watts LS, unlimited.

George M. Haskins, Hyannis, Mass. CP for new station. 100 watts, 250 watts LS, 1210 kc., unlimited.

Arthur E. Seagrave, Lewiston, Me. CP for new station. 1420 kc., 100 watts, 250 watts LS, unlimited.

Clarence A. Berger & Saul S. Freeman, Coeur d'Alene, Idaho. CP for new station. 1200 kc., 100 watts, daytime.

June 4: Press-Union Publishing Co., Atlantic City. CP for new station. 1200 kc., 100 watts, 250 watts LS, unlimited.

Warren B. Worcester, San Diego. CP for new station. 1400 kc., 250 watts, 1 KW. LS, unlimited.

Geo. W. Taylor Co., Inc., Williamson, Va. CP for new station. 1370 kc., 100 watts, daytime.

EXAMINER'S RECOMMENDATION
Chas. Porter & Ed. T. Eversole, Festus, Mo. CP for new station. 1420 kc., 100 watts, daytime, be granted.

Vass Family Signed by Bernie

The Unique Singing Vass Family have been signed to appear on the Ben Bernie show for 13 weeks. Deal was set by the Herman Bernie office.

KDKA Program for NBC-Blue

Pittsburgh—Another KDKA program, Strollers Matinee, goes on NBC-Blue network starting tomorrow at 12:30-1 p.m.

GUEST-ING

ERIN O'BRIEN MOORE and FRANKIE THOMAS, in "The Breaking Point", specially written by Agnes Ridgeway, on Rudy Vallee program, June 3 (NBC-Red, 8 p.m.).

CHARLIE RUGGLES, NATALIE BODANYA and McCLELLAND BARCLAY, on Bing Crosby show, June 3 (NBC-Red, 10 p.m.).

BILLIE BAILEY, on Fred Allen program, June 2 (NBC-Red, 9 p.m.).

JOSEPH KNITZER, Violinist, on "Everybody's Music," June 6 (CBS, 3 p.m.).

WALTER O'KEEFE, return date on Rudy Vallee program, June 3 (NBC-Red, 8 p.m.).

JACKIE HELLER, on Broadway Melody Hour, tomorrow (WHN-WOR, 8 p.m.).

WITH THE ★ WOMEN ★

By ADELE ALLERHAND

DEE COLLINS started coastward Friday....She'll collect her young son and daughter in Oklahoma City, then continue west....Gretta's Palmer's wedding reception Friday afternoon was an intimate and dignified affair, attended by a limited few....Buda Baker will not be heard on the WNEW Vivian Shirley program as scheduled....Buda's going to be out of town at that time and can't make it....Marian Sayers, flicker-singer, in town, having deserted the pix pro tem....She's casting interested glances airward....That warbling gal, Doris Kerr, carries a vicarious torch when she introduces Will Hudson's latest lament, "You're My Desire," next Friday at 5:30 over CBS....Delmar Edmondson, "Heinz Magazine of Air" ed., almost missed his cues t'other day when the "Hour of Charm"-ers guested on that program....He had to keep running back and forth between the 22nd floor studio and the 21st where the gals were....Doing a "cherchez la femme" multiplied by 30....

▼ ▼

WJR's femme commercial editor, Ruth Franklin Crane, wearing new laurels these days, on account of she was named director in the Women's Advertising Club of Detroit....Virginia Wallace, KCKN, Kansas City's gal commentator, whose "Women in the News" features news highlights and sartorial sidelights, rates particularly pretty posies on account of she started as private sec to the proprietor of a chain of hosiery shops....Jeanine Macy, once of WLW, returns to the airwaves via WHN in an offering titled "Macy and Her Men," the men being a male octet....

▼ ▼

Frank Sullivan's contention of tomorrow on the "Heinz Magazine of the Air" will be that the distaff side has the most grey matter....Just enough to agree with the observation?....Betty Reller of "Betty & Bob" fame began her dramatic career in London as leading lady of a Royal Academy of Dramatic Art production....with George Bernard Shaw, Gertrude Lawrence and Charles Laughton in the audience....Jessica Dragonette's saving "Music Box" tickets for Clara Dawes, niece of the former Vice-President, on account of Clara called her from Oshkosh and asked for them....



"FORWARD AMERICA"

Postal Telegraph
WINS—N. Y. State Broadcasting
System, Fridays, 6:45-7 p.m.

DRAMATIZED SKIT COMPARING PAST WITH MODERN PRESENT.

In this third unit of the three-part Postal Telegraph series, a skit is presented showing the slowness of communication many years ago compared to the speed of today, and the respective effects on the lives of individuals. Script is by Ed Cleland, and a group of competent players enact the roles involved. Program also has a bit of music.

"CASSANDRA"

Sylmar Olives
KNX-CBS Pacific network, Tuesdays, 5-5:30 p.m. PST
Pacific Market Builders, Agency
EARLY CALIFORNIA DRAMATIC SERIAL
IN NEW FORM WITH ORCHESTRA AND CHORUS.

This program, formerly 15 minutes, three times a week over Don Lee California stations, now is weekly half hour, over the complete CBS coast net. The new form gives more time for development of dramatic episodes and for the use of music which this week was cleverly worked into the plot with the scene laid in an early day Fiesta.

The new series starts with the adventures of an early California family living under the shadow of fear of the bandit Juan Murieta, who pops

into the story just as the Fiesta is getting under way, and the betrothal of the heroine is about to be announced.

Leads are played by Gale Gordon and Thelma Hubbard, with a cast of more than half a dozen supporting.

Johnny Murray is producing; True Boardman, writing. Wilbur Hatch directs KNX orchestra.

"Vallee Varieties"

Rudy Vallee, on NBC-Red last Thursday night, got a little corny on "Ain't Gonna Rain No More" arrangement, the idea being no newcomer. Sketch with Anna May Wong was so-so, but toward the close, hour picked up to some extent with Joe Laurie, Jr., who offered some Hollywood gossip in his usual deft delivery. Seems as though he might be due for another series of his own. He could handle it easy enough.

Emery Deutsch

Rather early time for Emery Deutsch, whose sustainings usually have been heard at a much later hour. Broadcast from the Rainbow Room, NBC-Red network Saturday 10:30-11 p.m., found the maestro as tuneful as ever and with an innovation in lack of clattering announcements on songs. Playing choruses only, Deutsch did about 22 in the half-hour period and utilized violin interludes and modulations in novel fashion.

NBC Engineers Discuss Problems of Television

(Continued from Page 1)
both sound and video pickup and transmission and the studio for motion picture scanning.

Clarence W. Farrier, NBC television coordinator, also discussed the present status of visual broadcasting before the Advertising and Marketing Forum of the Advertising Club of New York on Friday. He said the total area of the U. S. probably will never be covered completely by television service. Studies are being continued with the 75 receiving sets installed in the homes of RCA engineers and executives in the metropolitan area.

At the Society of Motion Picture Engineers convention in Hollywood last Friday, Ralph R. Beal, supervisor of research for RCA, also delivered a paper on television, stating that the new art would borrow from movie technique at first, but later would develop an art form of its own, and that both movies and television would benefit from the new developments.

Walter O'Keefe's Column

Walter O'Keefe's humorous column in the World-Telegram starts today.

Columbia Reorganizes Events and Talks Dep't

(Continued from Page 1)
pros and cons of Roosevelt's Supreme Court plan.

Under the new set-up special attention will be paid to South American good-will via short wave and direct contact. Alberto Zalamea who broadcasts the news reports daily over W2XE, in Spanish, is a member of this department.

John Fitzgerald, who has been serving as assistant to White, will be in charge of sports and special events divisions. Jimmy Dolan, sports announcer, will also be assigned to the department. Bob Trout will continue as commentator and general assignment announcer as in the past. Charles Pooler continues with the special events department.

White and Trout are now in Paris and are expected back in New York June 10 aboard the Manhattan.

MRS. MARTIN JOHNSON

EXCLUSIVE MANAGEMENT
CLARK H. GETTS, INC.
WALDORF-ASTORIA

ORCHESTRAS MUSIC

BILLY SWANSON, Boston society Bork leader, debuts in New York at Hotel Edison Green Room with a CBS airing twice weekly.

Carl "Deacon" Moore and his band have taken over the Beverly Hills Club, Newport, Ky. Spot will have a WLW wire.

Mr. and Mrs. Jesse Crawford make their debut as maestri on June 10 when they open at the Congress Hotel, Chicago, with a new novelty orchestra. Band, in addition to several unique instrumental features, will utilize a twin Hammond electric organ. Booking done by Consolidated Radio Artists. Band will have an NBC wire. Charles Carlisle, vocalist, will headline the show.

Carl Ravell has been signed to do a series of recordings for Brunswick, the first batch to be plattered June 4. Ditties are "Gone With The Wind", "So Rare", "Love Is Like A Merry-Go-Round", and "When Two Love Each Other".

Maestro Glenn Miller and the boys will play one date at the Playland Casino, Rye, June 6.

Ed Kirkeby of Consolidated Radio Artists has set Ferde Grofe as guest conductor with the Philadelphia Symphony Orchestra concert at Robin Hood Dell, June 22.

M. Gale of Gale Inc. has moved from the RKO Building to 48 West 48th Street.

Batoneer Dick Fidler is planning a series of one-nighters including Akron, Erie, Vermilion, Wickliffe, Buffalo, Niagara Falls, Uhrichsville, Bascom, Morgantown, Franklin, Pa., and Conneaut Lake.

Enoch Light and his band, recently aired via WOR, are organizing a baseball team. Enoch was a star pitcher in his college days.

Andy Jacobson and orchestra open their third season at the Lobster Claw on the South Shore in Cohasset, Mass. Andy has signed Gil Phelan as vocalist with the band.

★ ★ ★ ★ ★

★ **RAY** ★

★ **MIDDLETON** ★

★ Now Appearing ★

★ NEW CHASE AND SANBORN SERIES ★

★ UNDER CONTRACT ★

★ TO ★

★ PARAMOUNT PICTURES ★

★ Management ★

★ COLUMBIA CONCERTS CORP. ★

★ OF COLUMBIA BROADCASTING SYSTEM ★

★ ★ ★ ★ ★



JAMES BLOODWORTH, with KHJ continuity staff for the past year, takes the head of the department in the place left vacant when Carroll O'Meara resigned to go with J. Walter Thompson agency as writer.

"The Golden Lady", which was dramatized and drew a crowd that filled the Hollywood Bowl last year, has been adapted for radio by Warren Stokes, who presented it Sunday on KEHE, with Jack Mulhall playing the lead.

General Paint (Walters Advertising Agency) preparing to renew Colorscope disk series for a second 13 weeks, starting in the fall. KUMA, Yuma, added to list of stations running present series of 13 15-minute disks.

Leon Rosebrooks, California chain's musical director, starting a new series of weekly programs in which he will audition to find new talent, present three to four new voices weekly, with further program use of those who show talent.

"Louisiana Hayride", Federal Theater of the Air program which has been running Wednesday nights on KHJ and Don Lee net, has gone Mutual coast-to-coast, and changed to a Saturday night spot. Program uses a dramatic cast, with music by Negro chorus of 25 voices.

Don Lee net auditioning for a feminine voice to read the commercials in "House Undivided" strip program. John Conte will continue to announce, but plugs will be the special job of the successful candidate.

Kelly Anthony, assistant manager of KFI-KECA, off for Europe to visit Broadcasting House and study novel German police broadcasting system.

Decca Records just finished disk-ing nine sides by Trio Mexico, and preparing to wax Augie Goupil and his Royal Tahitians for six sides; Dick Powell in hits from his picture, "Singing Marine", for four to six numbers. Recordings Inc., doing the waxing.

Glen Gray and his Casa Loma orchestra moved into Southern California, packed dancers in at the Palomar, and sent music out over the airplanes of both KNX and KEHE. Night before opening, the bandsman and his agents tossed a cocktail party for press and guests, got reams of publicity and broke Palomar attendance records first night.

1	9	3	7
SUN	MON	TUE	WED
4	5	6	7
10	11	12	13
17	18	19	20
24	25	26	27
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BIRTHDAYS

June 1

Greetings from Radio Daily

to

Hugo Mariani

Ray Heatherton

★ Coast-to-Coast ★

ANNOUNCERS Dave Meyer and John Corrigan of WCBS, Springfield, Ill., did a unique broadcast in commemoration of National Aviation Week. With mikes placed at points of interest in every section of the Springfield Municipal Airport, they described the maneuvers of some 50 planes of all types and sizes. After the activities, the WCBS staff was treated to a flight in the famous Lockheed Electra Liner.

Special Events department of KFEQ, St. Joseph, Mo., received many favorable comments on last week's airing of Postmaster General Farley's speech from the Robidoux Hotel in that city. Farley spoke for 45 minutes.

Bill Bivens, formerly of WJSV, Washington, is now on the announcing staff of WBT, Charlotte.

Uncle Don, on his WOR program Saturday at 6 p.m., had Jerry Schwartz and Betty Hochreiner, who read their winning essays on better American citizenship.

Charley Rowe, announcer at WCAE, Pittsburgh, recently became the father of a girl.

A. J. Cutting is the new advertising manager of Tivoli Brewing Co., Detroit. H. E. Hougen, whom he succeeded, goes to Tivoli's agency, MacManus, John & Adams, as account exec.

Ross Wallace, WHO (Des Moines) sales rep., has been telling the usual fish stories since returning from an Ontario vacation.

WSYR, Syracuse, dedicated its new Aeolian studio organ last week, with Frances Kimball at the console.

A one-hour broadcast of the Door County Cherry Blossom Festival was aired Saturday by WTAQ, Green Bay.

Craig Lawrence of KSO, Des Moines, F. C. Eighmey of KGLO, Mason City, and J. O. Maland of Central Broadcasting Co., Des Moines, constitute a committee which will discuss football season schedules with Dr. C. M. Updegraff of Iowa State University. The committee was named at the recent Iowa Ass'n of Broadcasters convention, when Luther L. Hill of KSO and KRNT was elected president, while Earl N. Peak of KFJB, Marshalltown, was re-elected secretary-treasurer.

Lee Kirby, announcer, who conducts the Gulf Spray Question Box at WBT, Charlotte, has a fitting gagline: "Let's spray that we don't have any insects."

Plans of Commander Donald B. MacMillan's 16th Arctic expedition

will be aired over NBC-Blue at 3:45-4 p.m., June 19.

WICC, Bridgeport, notes: Herbert Anderson's Chapel Echoes period being taken over during June by a former guest of the program, John Scott and the Rev. William Hains of Stamford....Bob Maguire becomes a benedict soon....Jane Westerman, formerly of WICC, also is a prospective bride....Harry Dority first of station staff to take vacation.

KCKN, Kansas City, Kas., arranged National Poetry Week airings from over 30 grade schools, all high schools and the Junior College.

George Griffin, NBC baritone, goes to Austin, Tex. next November to be featured soloist at a local celebration. George is a native of the Lone Star state. He will fly southward for the appearance.

On Sunday evening, WHO Playhouse, Des Moines, presented its 21st drama, and at the same time changed its policy of half-hour dramatic shows complete in one episode. Part one of a four-part serial written by Fran Steele, who appeared as an actor on this program some weeks ago, together with a prize contest in which Playhouse listeners will have the opportunity to win cash prizes, will be broadcast.

Jean Sablon, NBC's French troubadour, is being screen-tested by Paramount Pictures. Sablon is heard twice weekly over NBC networks.

Larry Lawrence, editor of The Milwaukee Journal's Green Sheet, formerly heard during the morning "Revolving Stage" broadcast over WTMJ, Milwaukee, has expanded his daily air column to a 15-minute program at 9:15 p.m. thrice weekly.

Clark Alexander has been added to the announcer's staff of WWL, New Orleans.

Si Steinhauser, radio editor of the Pittsburgh Press, celebrates his 20th wedding anniversary June 18.

Raymond Keene of Keene Advertising Agency, Denver, was a recent visitor at KDYL, Salt Lake City. Big news in radio for Denver area, Keene reported, is enquiring reporter broadcasts. Keene made arrangements for Salt Lake sponsorship of similar idea on KDYL.

RADIO PRODUCER

Well known motion picture director and writer who has produced and broadcast from NBC Hollywood and New York studios—writing—appearing in—and producing over 200 programs—is desirous of becoming affiliated with an established advertising agency as producer. Box A-101, RADIO DAILY, 1501 Broadway, New York City.



OLGA SAMAROFF STOKOWSKI, who is in town lecturing, has revealed plans for putting her layman's course in musical appreciation on the air next winter.

Irene Bordoni, Ted Healy and Mark Fisher's orchestra opened the Coconut Grove here on Friday. They have a WBBM-CBS wire.

Raymond Johnson, headliner of "Today's Children" and "Guiding Light," will address the graduating class of the Kenosha High School (his alma mater) on June 10.

Ray McDermott of NBC sales on combined business and pleasure trip over week-end to Denver.

Richard Marvin, radio chief at J. Walter Thompson, departs today for Dallas to look after several of the agency's shows in the southwest.

Clayton Richatto is new songster on WJJD Mid-Morning Jamboree.

Albert R. Goodwin of WBBM publicity staff has resigned to join the Tom Fizdale publicity crew.

Eric Sagerquist will be ork leader for Campana's First Nighter when it moves back here Friday.

G. E. McDermott and Oliver P. Morton of NBC sales force fishing at former's Diamond T. Ranch at Steamboat Springs, Colo. Stopped off in Denver to visit A. E. Nelson, KOA manager.

Lady Esther Serenades emanating from WTAM, Cleveland, until June 8, while Wayne King appears at Billy Rose's Aquacade, and on June 15-16 from WWJ, Detroit, while he plays at park.

Stuart Dawson, free lance announcer, has shifted to WBBM as production man.

Morrison Wood handling production of "Painted Dreams" on Mutual since Ed Smith has left WGN for Minneapolis.

Eddie Simmons, WAAF program manager, vacationing with family at Winchester, Ind.

John Pierre Roche of Roche, Williams & Cunningham at South Bend on Studebaker business.

Al Trace to follow Keith Beecher at College Inn for the summer. Heat Waves also to be featured there.

CONSOLIDATED RADIO ARTISTS, INC.

30 Rockefeller Plaza, N. Y. CO. 5-3580
CLEVELAND • CHICAGO • DALLAS • HOLLYWOOD

America's Leading Radio and Dance Orchestras

BAND OF THE WEEK

CLYDE McCOY

AND HIS
"SUGAR BLUES"
ORCHESTRA

PEABODY HOTEL, MEMPHIS
Decca Records—Vitaphone Shorts



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 80

NEW YORK, N. Y., WEDNESDAY, JUNE 2, 1937

FIVE CENTS

NBC Social Security Step

NBC FRISCO EMPLOYEES FORM PROTECTIVE ASS'N

San Francisco — NBC employees here have formed their own protective association, following at last the cue of the technicians who have been organized two years with benefits. It is the first to be formed in the city.

Called the Associated Radio Employees, it is open to all NBC workers except technicians.

Officers are John Ribbe (producer), chairman; Anita Bolton (agriculture dep't), vice-chairman; Dorothy Brown (program dep't), secretary;

(Continued on Page 4)

New Production Firm Makes Debut on Coast

Los Angeles—Blount-Laemmle Radio Productions, Inc., bows into the radio field today, with quarters occupying the whole 14th floor and penthouses at 3636 Wilshire Blvd., and with a program which will include producing shows for stations, networks and disks.

Betty Lou Blount, with four books and some 14 screen and stage plays to her credit, and former assistant on productions for Oscar Hammerstein, heads the new outfit with Mrs. Joseph Laemmle, sister-in-law of the former motion picture magnate.

Theodore Barrett, manager of the

(Continued on Page 4)

WRUF May Be Leased To Private Interests

Gainesville, Fla.—Lease of WRUF at University of Florida to private interests is being considered by the Florida General Assembly. Advertising of liquor would be barred under the terms of the proposed lease.

Payne Not Candidate

Washington Bur., RADIO DAILY

Washington — Stating definitely that he is more interested in his work with the FCC at present, Commissioner George Henry Payne, in a RADIO DAILY interview yesterday, declared he is in no sense a candidate for Mayor of New York. Payne's assertion followed published reports he had been suggested as Republican nominee.

Cin. Post Plugs Radio

Cincinnati—A campaign promoting the Cincinnati Post radio page and its editor, Paul Kennedy, has been launched, employing truck signs, office ads, car cards and a series of appearances by Kennedy over the local stations.

Campaign is significant in that two years ago all three of the city's papers had a no-radio agreement, banning even program listings. The Post, a Scripps-Howard paper, opened up preparatory to the purchase of WCPO.

HEARST-TRANSAMERICAN IN "EXPLORATORY" TALK

Emile Gough, vice-president of Hearst Radio Inc., yesterday scotched reports that Transamerican was to take over the national station representation business of Hearst Radio. Gough said that he had talked with John Clark, president of Transamerican, over the possibility of Transamerican being able to add revenue to Hearst Radio coffers, but nothing

(Continued on Page 4)

New Orleans Has Hopes Of Being a Radio Center

New Orleans—That this city may become a radio center and a point of origin for programs intended to cover the south and the west coast is regarded as possible along radio row here. The reports are probably the outgrowth of two incipient happen-

(Continued on Page 5)

Showdown Expected Tomorrow On Songwriters' ET Demands

Music publishers and song writers will make a final effort at settling the electrical transcription fee controversy tomorrow when their respective committees will meet again. Yesterday's session resulted in a more stormy conference in which some publishers threatened not to take any more songs after June 1.

Majority of music men committee, however, went so far as to offer the writers a flat 40 per cent of the ET

Sustaining Artists Are Being Classified While Network Awaits Ruling— Memo to Sponsors and Agencies

WEEK OF CELEBRATION IS UNDER WAY AT WHB

Kansas City—Seven-day celebration of WHB's fifteenth anniversary got under way Sunday with gala doings here and nationwide interest injected via Mutual network, with which WHB is affiliated. Don Davis, president of WHB Broadcasting Co., and John Schilling, station manager, arranged the entire week's program, which winds up Saturday with a big anniversary party in the Arena of the new \$6,000,000 Municipal Auditorium seating 15,000.

Special programs and community events will be aired throughout the week. Releasing of "birthday balloons" from the roof of the penthouse studios will be a daily feature. Dick Smith, announcer, will describe the proceedings in a 5-minute broadcast each noon.

E. J. Sweeney, founder of the old

(Continued on Page 4)

W. J. Williamson Joining WKRC as Sales Manager

Chicago—W. J. Williamson, western sales manager of Radio Sales, Inc., joins WKRC, the CBS station in Cincinnati, on June 7 as sales manager. He succeeds S. R. Bateman, resigned.

While NBC attorneys are collaborating with George Link Jr., counsel for American Ass'n of Advertising Agencies, in an effort to obtain rulings on social security payments, the network is classifying its sustaining artists as employees or as independent contractors, according to its best lights, says a letter sent yesterday by NBC to sponsors and agencies. The letter continues:

"As regards artists engaged through us for commercial programs, as a general rule NBC acts as the manager or other agent of

(Continued on Page 4)

RADIO TALENT MAKES UP THEATER'S ENTIRE BILL

Indianapolis—The bill of the Lyric Theater for the week of June 18 will be made up entirely of regularly heard WLW broadcasters, with a unit of native born Hoosiers as a nucleus. Manager Ted Nicholas at the Lyric and WLW officials are busy arranging details of the general exodus to Indiana. Broadcasts

(Continued on Page 5)

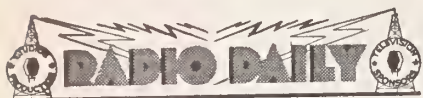
Stix Made Vice-Presy In Henry Souvaine Firm

Thomas L. Stix has joined the radio producing firm of Henry Souvaine, Inc., as vice-president. Since the first of the year, Stix has been associated with Souvaine in producing the Pontiac "Varsity Show." He has been active in radio production since 1931 and was formerly president of the Book League of America.

Probe Bill Delayed

Washington Bur., RADIO DAILY

Washington—The Connery Resolution for an industry-wide radio probe, and which would have included a "lid-lifting" program regarding the FCC, has been mysteriously delayed in committee. All attempts to learn the status of the pending measure in so far as the Rules Committee is concerned have been fruitless.



(Registered U.S. Patent Office)

Vol. 1, No. 80 Wed., June 2, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk and Verne Bailey, 6425 Hollywood Blvd. Phone Granite 6607. Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879. Copyright, 1937, by Radio Daily Corp. All rights reserved.

FINANCIAL

(Tuesday, June 1)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	166	164 1/4	164 1/2	— 1/2
Crosley Radio				
Gen. Electric	52 1/2	51 1/4	51 3/4	— 1 3/8
North American	26 1/4	25 3/8	26 1/4	—
RCA Common	8 3/4	8 3/8	8 3/4	— 1/8
RCA First Pfd.	68 3/4	68 1/4	68 3/4	— 1/4
RCA \$5 Pfd. B.	(75 Bid)			
Stewart Warner	18 1/8	17 3/4	18	— 3/8
Zenith Radio	33	32 3/4	32 7/8	— 1/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.			
Majestic			
Nat. Union Radio	2	2	— 1/8

OVER THE COUNTER

	Bid	Asked
CBS A	53	54 3/4
CBS B	52 1/4	54
Stromberg Carlson	13 3/4	14 3/4

Joe Penner Renewed

R. B. Davis Co. (Cocomalt) has renewed its Sunday night program for 39 weeks over CBS effective next September. The program will remain as is, with Joe Penner heading a cast consisting of Gene Austin, Joy Hodges and Jimmie Grier's orchestra. Sponsors have not yet decided on a summer show to replace Penner, who is scheduled to leave the air following the broadcast of June 27. Ruthrauff & Ryan is the agency.

Bob Burns Married

Los Angeles—Bob Burns and his secretary, Harriet M. Foster, were married here Monday.

REEVES STUDIO RADIO TRANSCRIPTIONS

Noiseless Film and Wax Recording

ALL WORK GUARANTEED

1600 Broadway ME 3-1270 New York

NETWORK SONG FAVORITES

Following is an accurate list of performances for the week ending May 29, covering songs played from 5 p.m. to 1 a.m. on CBS and two NBC networks. Only compositions played 10 times or more are included. This listing is a regular Tuesday feature in RADIO DAILY. (One day late this week due to Holiday).

Selection	Publisher	Times Played
Where Are You (Leo Feist, Inc.)		33
September in the Rain (Remick Music Co.)		30
Never in a Million Years (Robbins Music Corp.)		28
There's a Lull in My Life (Robbins Music Corp.)		28
They Can't Take That Away From Me (Chappell & Co.)		27
Love Bug Will Bite You (Santly Bros.-Joy Co., Inc.)		25
Let's Call the Whole Thing Off (Chappell & Co.)		22
It Looks Like Rain (Joe Morris Music Co.)		22
On a Little Dream Ranch (Shapiro-Bernstein, Inc.)		21
Carelessly (Irving Berlin, Inc.)		19
Sweet Lileani (Select Music Co.)		19
Where Or When (Chappell & Co.)		18
Sailboat in the Moonlight (Crawford Music Corp.)		17
Turn Off the Moon (Popular Melodies)		16
Blue Hawaii (Famous Music Corp.)		16
The You and Me That Used to Be (Irving Berlin, Inc.)		15
Boo Hoo (Shapiro-Bernstein, Inc.)		13
Wake Up and Live (Robbins Music Corp.)		13
Toodle Oo (Shapiro-Bernstein, Inc.)		13
Sweet Is the Word for You (Famous Music Corp.)		12
You're Precious to Me (E. B. Marks Music Co.)		11
Swing High, Swing Low (Famous Music Corp.)		11
I'm Hatin' That Waitin' Around (Harms, Inc.)		11
Was It Rain (Santly Bros.-Joy, Inc.)		11
Too Marvelous for Words (Harms, Inc.)		10
Little Old Lady (Chappell & Co.)		10
It's Swell of You (Robbins Music Corp.)		10

Sam Hayes in New Spot Over CBS on the Coast

West Coast Bureau, RADIO DAILY

Los Angeles—Sam Hayes, pioneer newscaster on the coast, and for some six years known as the Richfield Reporter, with nightly news reports on the coast net, wanted more money and was released a month ago, being replaced by two local announcers. Now he comes back on the air June 6, on CBS, at the same time used by the Richfield Reporters on NBC. Under the new deal, he will be sponsored by the Bank of America, with a 26-week contract.

Fred Yeates, who has written Sam Hayes news for Richfield from the start of the program, and who remained on when Hayes finished, this week resigned from Richfield, to go with the new Hayes broadcast. Wayne Miller, publicity director of KHJ and Don Lee net, resigned at the weekend to succeed Yeates on the Richfield job, and Seymour Peiser takes the publicity office with Don Lee.

Lohr Coast-Bound

Lenox R. Lohr, NBC president, left for the coast last night and is expected to remain there for about two weeks. First stop is Hollywood, where he will probably endeavor to speed up construction of new studios.

Lud Gluskin Re-Signed

Lud Gluskin has been re-signed as musical director for an additional 13 weeks on the Campbell Soup program, heard Wednesdays from 8:30-9 p.m. over the CBS network. Program features Ken Murray.

Sign Claudette Colbert For Series Next Fall

International Silver (1847 Rogers), through its new advertising agents, Young & Rubicam Inc., has signed Claudette Colbert for a series of guest appearances on a half-hour dramatic show which will emanate from Hollywood this fall. Program will have a CBS evening spot.

Renew Rippling Rhythm

John H. Woodbury Inc. has renewed Rippling Rhythm Revue featuring Shep Fields, Frank Parker and Bob Hope, for 13 more weeks, effective July 11. Program is heard Sunday evenings over an NBC-Blue network. Lennen & Mitchell has the account.

There is some doubt as to how long Frank Parker will remain on the show. Parker has been set for the Wednesday night Chesterfield spot over CBS, with no starting date divulged yet. It is rumored that the Chesterfield and the Rippling Rhythm programs are scheduled for a switch to the coast this summer. Bob Hope, Shep Fields, Lily Pons and Andre Kostelanetz all are scheduled for picture work.

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COMING and GOING

GLADYS SWARTHOUT and FRANK CHAPMAN sail today aboard the Normandie for France.

SHEILA GRAHAM, Hollywood columnist and aircaster, is another passenger aboard the outgoing Normandie today.

CHARLES ADLER and GEORGE KELLY, members of the Yacht Club Boys, arrived in New York yesterday.

TEX RITTER, hillbilly air star and picture cowboy, leaves Hollywood on June 18 for a personal appearance tour handled by the William Morris office.

MARION CLAIRE, opera singer, leaves Hollywood shortly for Europe to appear on the concert stages of France and Austria.

BERTHOLD NEUER, vice president of Knabe Pianos, leaves for Europe aboard the Normandie today.

DONALD FLAMM and HARRY HERSHFELD returned from their Bermuda cruise yesterday.

A. B. SCHILLIN, head of the Schillin Advertising Agency returned yesterday from Virginia Beach with MRS. SCHILLIN.

WILLIAM CARD, assistant NBC sustaining chief, back at his desk after Utah vacation.

ANNA LINDSEY, NBC news and special events staff, sailed for Europe last Saturday aboard the Britannic.

DON SEARLE, manager of WIBW, Topeka, is a New York visitor.

AIMEE VERRILL, mother of Virginia Verrill, left last night by plane for Hollywood, where she will join her daughter.

EDWARD ROECKER planned to Harrisburg, Pa., yesterday where he was the guest of Gov. Earle.

VANCE BABB, manager of NBC press department, and JESSE BUTCHER left on Monday for a tour of NBC stations and calls upon radio editors in Buffalo, Cleveland, Columbus and Detroit, to be gone about a week.

JOHN H. HARTLEY of NBC special events and DAN RUSSELL, announcer, are now in Bermuda preparing the equipment aboard the Bermuda Clipper for the flight to Port Washington this Saturday. Flight will be aired over NBC.

MRS. MARTIN JOHNSON, returning to New York today from Atlantic City, leaves tonight for Utica and Binghamton, and will be back in town Saturday for a radio booking. She flies to Los Angeles next Monday, returning about June 12 and sailing June 16 on the Normandie en route to Africa.

JERRY BELCHER will be in Detroit for his next Sunday "Our Neighbors" program over the NBC-Blue network.

CHARLES E. GREEN, president of Consolidated Radio Artists, returned to New York yesterday from Los Angeles.

Films Get Radio Author

W. M. Musselman, author of "Dick Tracy," "News of Youth" and other radio shows, has been signed to do scenarios for 20th Century-Fox.

"BARON MUNCHAUSEN"

JACK PEARL

RALEIGH and
KOOL CIGARETTES

WJZ-10 P. M. E.S.T.—Friday
NBC Network

Dir.: A. & S. LYONS, Inc.

RADIO NEWS FEATURES THAT ARE MAKING MONEY

Now that news is admittedly indispensable to radio the broadcaster **MUST** have news features that **ENTERTAIN**—*plus* news features that **DO A SELLING JOB**.

VanCronkhite Associates, Inc. have built, tested and now broadcast on scores of both large and small stations radio features that are **NEWSY**—that **ENTERTAIN**—that **DO A SELLING JOB**.

These radio news features are expertly written *for radio*. They require only one announcer for production. Because so many stations are using the features successfully, the prices are amazingly low.

LET THESE SUCCESSFUL RADIO NEWS FEATURES DO BOTH AN ENTERTAINING AND A SELLING JOB FOR YOUR STATION

HEROES OF THE WEEK

A once-a-week (15-minute) newscast which recounts the thrilling deeds of heroism which have been enacted during the week over the entire world.

IT'S A FACT

A five-times-a-week (5-minutes) newscast of the amusing yet odd happenings which take place the world over—unbelievable yet actual oddities in the world's news. Can be used as a special daily program, or, by combining several scripts as a longer, twice or once weekly newscast. Also makes the perfect filler copy for regular newscasts.

THE NEWS OF THE WEEK

A once-a-week, (15-minute newscast) graphically recounting the dramatic highlights of the week's news. It is an ideal program for Sunday morning or afternoon or Saturday night.

YOUR BASEBALL REVIEW

A five-times-a-week (five-minute sportscast) devoted to baseball news specifically prepared for radio and dealing with the "inside" news of baseball. Excellently suited for filler material during the lulls while broadcasting play-by-play.

THE WORLD OF SCIENCE

A once-a-week, (15-minute newscast) summarizing the outstanding happenings of scientific interest and importance.

TWENTY YEARS AGO

A five-times-a-week, (5-minute newscast) telling the exact news of what happened on this day twenty years ago. The newscast is written in the present tense as if by some magic the listener was tuning in to a newscast twenty years ago.

THE FOREIGN NEWS REVIEW

A once-a-week, (15-minute newscast) which gives a resume of international affairs particularly as they affect Americans.

BAFFLING CRIMES OF THE WEEK

A once-a-week (fifteen-minute newscast) summarizing the baffling crimes which currently are perplexing the police of the world. (Offers audience participation).

(Available in foreign languages.)

Write or Wire

VAN CRONKHITE ASSOCIATES, INC.
360 North Michigan Ave.
Chicago
State 6088-6040

' ' R A D I O ' S O N L Y N E W S C O U N S E L L O R S ' '

NBC SEEKS TO CLARIFY SOCIAL SECURITY ISSUE

(Continued from Page 1)

the artist and not as his employer. It is up to the particular sponsor and its advertising agency to decide whether the artist on their program is an independent contractor or an employee of either of them. The exceptions to the general rule that NBC acts as the agent of the commercial radio artist are as follows:

"1. Instrumental musicians furnished by us at union rates pursuant to our union contracts and through a union contractor in our employ, i.e., the members of our house orchestras and our stage conductors. Our attorneys advise that the particular sponsor or advertising agency is, probably, jointly liable with us for social security taxes upon payments made these men for such services. But in view of the special circumstances under which these men are engaged and the practical problems which would otherwise arise, we have decided, as part of our service, to assume this obligation in full. Our action in so doing must not, however, be taken as creating a precedent. Conductors and instrumental soloists under management contracts to us (or to someone else through whom we engage them), furnished at special compensation, we acting as their agent and receiving a commission, are not included in the foregoing exception; the question remains as to whether they are independent contractors or employees of the particular sponsor or advertising agency.

"2. Radio artists, regardless of the nature of the services performed, furnished by us in connection with a program sold by us as a 'complete package', i.e., where we are paid to build, direct and produce the program and we have the right to pick the artists and make our own agreement with them as to their compensation. In such cases NBC acts as a principal and not as an agent; as between NBC, the advertising agency and the sponsor, NBC is the employer, if anyone of them is.

"3. Staff announcers, production men, engineers and other personnel in our general employ whose services on commercial programs are covered by our facilities charge. Included in this exception are sound effects and engineering services for which a special charge is made but which is payable to us as the employer of the men and not as their agent. Excluded would be an announcer, producer or script writer under management contract to us, furnished at special compensation, we acting as his agent and receiving a commission. The distinction is that in the first case the services are rendered within, and in the second case without, the scope of the individual's employment by us."

NBC Frisco Employees Form Protective Ass'n

(Continued from Page 1)

James Lyman (auditing dep't), treasurer.

Board of mediators in all collective bargaining: Louise Landis, (press), Don Thompson, (program), Glenn Tyner, (sales), Lucille McAdoo, (advertising), and Archie Presby, announcer.

Group plans to remain independent of AFL and CIO.

1	9	3	7
SUN	MON	TUE	WED
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June 2
Greetings from Radio Daily

to
Sid Schwartz
Bennett Grauer
Walter Tetley
Tony Gilman
Frank Arnold



● ● ● The report that Milton Berle had been snatched from RKO by Warner Brothers is erroneous and is to be discounted as just so much blah!...The one signed by Warners was Irv Brecker, Berle's gag-man, who was signed under Mervyn Le Roy's banner and starts in October to be lifted to a producership shortly thereafter....Carl Ravell's CBS wire was yanked from the Lexington with no one knowing the exact cause.... Carl Glick, a Radio Events' author, who is considered an authority on Chinese life in Uncle Sam's country, has had another mystery novel published, "The Sitting Buddha"...Johnny Green's vocalist, Jimmy Blair, was known to New Yorkers as Buddy Blaisedall when he was a sustainer.... Mr. and Mrs. Jesse Crawford open at the Congress in Chi next week with their orchestra.... Ben Bernie remains east until Nov. 1.... Jimmy McConnell, manager of KDKA, Pittsburgh, Artist Bureau, booked the Kadians 275 miles away from Pittsburgh—the most remote engagement filled by local talent.

● ● ● Havoc broke loose in the studios of KUOA, Siloam Springs, Ark., the other day when, four minutes before a news broadcast, the aircaster went to the room housing the UP teletypes and discovered the door locked and the key misplaced....There was no other way to gain admittance to room....However, an engineer remembered a trap-door long discarded and climbed into the printing room....The new wrinkle in presenting one of the oldest sports in the world was used by WLBC, Muncie, Ind., in building up the broadcast of the light-heavy championship bout of the World.... The station aired the weighing-in ceremonies....Jake Higgins, special events announcer, interviewed the champ, contender, mayor, state athletic commissioner and others, aiding the attendance at the gate....Lou Huston, KFOX, Long Beach, Cal., script writer who creates the madcap adventures of Hal Nichols and School Kids, has written more than a thousand chapters of this popular program, which ranks with the oldest continuous features in radio....Each show contains more than 2,000 words, so starting calculating the number of pencils used, typewriter ribbons, paper, and tell us the name of the conductor on the N. Y., N. H. & H. train!

● ● ● "Community Sings" may not next fall—but a straight comedy show sans public vocalizing will hold the time....Tommy Dorsey goes into the Pavillion Royal, July 1, for one week, thence into the Penn Roof.... Pat Norman and Audree Collins were victimized by ptomaine poisoning over the week-end....Mike Nidoff has passed the crisis in his battle for life....Pat O'Shea, red-headed tenor with Bernie, will double as singer for Mickey Alpert at the Riviera. Incidentally, though the club won't open for another week, Mickey will do his first Mutual airing this week-end from there....Terri La Franconi has been recalled to do a turn on Hammerstein Music Hall—the first artist to do so in less than six months from a previous appearance. He was on six weeks ago....Joey Nash will sing on Gulf next month....Bernice Claire has been set for Chevy transcriptions....Frank Kelton will not return to the music business....Everett Stone, "Sammy" of the Rise of the Goldbergs, became the father of a nine-pound boy over the week-end....Gus Arnheim remains at the New Yorker all summer.

● ● ● P. D. Sanders, editor of the Southern Planter, a farm mag., was riding through western North Carolina and heard a farm program coming via WBT, Charlotte, N. C....The show dealt with the budget feature of canning activities of housewives, conducted by Mrs. George W. McAllister. Sanders wrote in and asked if he might have a copy of the show and then permission was granted to publish the article, which reaches 275,000 subscribers...

WEEK OF CELEBRATION IS UNDER WAY AT WHB

(Continued from Page 1)

Sweeney Automotive and Electrical School, first owner of the pioneer station, was among the first speakers on the anniversary program. Manager John Schilling and Chief Engineer Henry E. Goldenberg today will discuss the inside story of radio 15 years ago. An old transcription, dug up by Schilling, and in which some currently prominent personalities appear, will be aired tomorrow. Saturday's auditorium show, which will hint at what television broadcasts of the future may be like, will have Sol Bobrov as conductor of the 44-piece dance band, Norvell Slater directing the WHB Modern Choir, and staff entertainers including John Wahlstedt, Lou Kemper, Les Jarvies, Jack Grogan, Zerlina Nash and others. There will also be dancing.

New Production Firm Makes Debut on Coast

(Continued from Page 1)

McClure Publishing Co. here, is secretary; Don Clark, formerly with CBS in New York, and producer of the California Hour series, is production chief. Earl Ross, the "Old Judge" on KHJ, will assist.

Betty Healy, former Mrs. Ted Healy, will head a separate unit to produce Spanish Language programs for Mexico and Latin America.

Joseph Black will be music director; Clifford McDonald, technical director; Al Kelly will be sales chief and Harry Mills and Norman Paige will handle publicity.

Company plans to produce shows in own stages, pipe them to stations and nets; also to cut own lateral waxes on premises, but to pipe programs to World for vertical recording.

Test cutting will start immediately, after which company will announce its production schedule.

Hearst-Transamerican In "Exploratory" Talk

(Continued from Page 1)

was decided. Whole meeting was more in the nature of an "exploratory talk," Gough added.

John Clark and Emanuel Rosenberg, executive vice-president of Transamerican, were both out of town yesterday. They attended the Indianapolis Races on Memorial Day. Clark was scheduled to be in New York today, but changed his plans due to the illness of his son at the family home, Manquin, Va. Rosenberg is expected back tomorrow.

Meakin and Byron Eastbound

San Francisco—Jack Meakin and Ward Byron of NBC's "Bug House Rhythm" depart by plane Friday, after their broadcast, for New York, to put on a "Bug House" presentation from Radio City on June 11. They will then spend a month's vacation in the east.

WITH THE ★ WOMEN ★

By ADELE ALLERHAND

SPURRED by the lurking imp, curiosity, we asked Helen King about contests 'n' things.... Why it is that she and Elsie Rushmore, who's committed to Procter & Gamble by a yearly contract, reign jointly in that field, without fear of serious male competition..... She claims contests are feminine in essence.... 85 per cent of all entries are women.... Over 85 per cent of all prizes are awarded to women.... The more competitive sex, when it competes in the contest field, frequently masquerades under a femme moniker, borrowing it from wife or sister.... The King gal says the lasses are better sports.... Write fewer crank letters.... Return to the fray again and again after failure or success.... Also, they buy the product, sending in carton and label.... The boy friend, according to Helen, is more likely to send a facsimile....

Most difficult contest to handle was the Nucoa (butter substitute) dealers' contest.... She prefers the handwriting ones because they're easier to judge (she's a graphologist) and there are more entries.... The same cranks write threatening, whimsical or psychopathic letters during each contest.... She always provides sponsor with a list of these names, which seldom varies.... 8,000,000 people enter contests annually, on which \$127,000,000 are spent, also annually.... One letter in 5,000 contains a bribe, which mis-sive is duly turned over to the sponsor....

George Burns' Gracie Allen, unless the omens lie, has opened a tearoom in the building adjoining the exec offices of the Dreier Management Corp.... Lucille Manners, Cities Service diva, will not concertize abroad despite the buzz-buzzing on that score.... She'll play several local concert dates, according to NBC Artists Service but won't cross the Pond.... "Today's Children", celebrating its fifth anniversary June 18, is in receipt of wooden gifts ranging from splinters to kegs, all addressed to Irna Phillips who authors and emotes in the perennial opus....

WESTCHESTER
"New York's Hearthside"
Is Yours with
W-F-A-S
Hotel Roger Smith White Plains

NEW PROGRAMS—IDEAS

Recalling Events of Past

Events of 10 and 25 years ago will be recalled in "Headlines of 1927" and "Headlines of 1912," a new series of programs to be heard over WCKY, Cincinnati, every Tuesday and Thursday night, 10-10:15 p.m., starting June 8.

The Tuesday night broadcast will tell what women were wearing in 1927, what the current fad happened to be, what the business outlook was and give other glimpses into the march of events just a decade ago. On Thursday night, the doings and sayings of a quarter century back will be reviewed.

Elmer Baughman, WCKY staff announcer, will act as narrator. Material for the broadcasts will come from newspaper files, books and the memories of the script writers.

Mythical Theater on Air

A script-music show written and produced by Ruth Sullivan of KCKN (Kansas City, Kas.) has taken the place of the Community Sing formerly sponsored by Gorman Furniture Co. The new show takes the listeners

"back stage" in Gorman's mythical "Theatre of the Air" for a peek at musical comedy rehearsal routine. Music, songs and novelties are interspersed with spicy dialogue between director, orchestra leader, singers, juvenile, ingenue, wardrobe mistress and stage hand.

The stage hand is a nut on sports, which permits inclusion of latest sport gossip. The ingenue is movie-struck, which gives the opening for a touch of movie news. The wardrobe mistress is the counsellor for the troupe, adding the "affairs of the heart" angle.

Animal Club for Kids

Animal News Club, a specially constructed children's program featuring Lou Rogers, writer and entertainer, started Saturday at 4:15 p.m. over WBAL, Baltimore.

Children's own stories about their pets, general news and true stories of the animal world, and colorful tales of the zoo and circus will highlight the programs. In addition, instruction about animals, of special interest to juveniles, will be given.

Radio Talent Makes Up Theater's Entire Bill

(Continued from Page 1)

probably will be made from the Lyric dressing rooms and relayed to WLW's regular circuit. And there will be a good bit of commuting done.

Indiana contingent of performers, according to a tentative schedule, will include Mary Paxton Young, Devore Sisters, Phil Davis, Durward Kirby, ex-WFBM announcer, and the Brown County Revelers.

Present plans call for a "basic show" which will perform at all shows, and a group of guest artists, whose presence in Cincinnati and elsewhere is demanded.

Tommy and Betty, the Virginians, Carl Freed and his Harmonica Lads, "Moon River," Helen Nugent, Ralph Nyland and "Famous Jury Trials" are among others slated to appear.

New Orleans Has Hopes Of Being a Radio Center

(Continued from Page 1)

ings which would affect radio stations, one of which revolves around the possibility that WWL is seeking to increase its power to 50,000 watts. According to radio talkers, a station with such power could cover the south successfully and if working as a point of origin on a chain, it could, due to its position in relation to the south and the west coast, materially reduce line charges. Manager Vince Callahan of WWL said he was working to make the city a radio center but that he could not confirm the other angles.

Concert Artists' Income Is Enlarged by Radio

Income of concert artists is being steadily increased by radio, according to a report issued by George Engles, managing director of NBC Artists Service, who reports that radio contributed \$206,184 of the \$1,100,000 earned by some 80 NBC concert artists the past year.

One concert singer drew \$44,350 from radio and five others had broadcasting fees running into five figures. Eighteen more than doubled their incomes by mike appearances.

Increasing demand by sponsors for talent of a concert or operatic caliber has necessitated a new NBC department, headed by Lawrence Fitzgerald. Last year 27 sponsors used concert artists, while a few years ago only two or three sponsors were interested in such talent.

Radio appearances have boosted attendance at the recitals of concert artists, Engles added.

Early Morning Auction

Early morning bargains and entertainment of unusual character is being offered in a new program over WIOD, Miami, each weekday at 7:15 a.m. It is a radio auction and instead of the announcers telling folks what bargains are offered, the listeners tell the announcers what they'll pay for the merchandise offered for sale.

"Wheaties Champions of Harmony"

KAY & BUDDY ARNOLD

Sponsored by General Mills

WMCA

2:30-5:30 Daily

AGENCIES

BAXTER PICKERING, until recently president of the Kelsey-Pickering Co., has formed an advertising agency under his own name. Headquarters are located in Rockefeller Center. Gayle Bishop is associated with Pickering in the new agency.

MAX GOLDBERG ADVERTISING AGENCY, Denver, headed by Max Goldberg, well-known in Rocky Mountain advertising circles, has expanded, moving into larger quarters at the same location, National Bank Building, Suite 1015-1017. The agency is now fully equipped to handle every form of advertising, including radio and motion pictures.

PAUL CAFFEY has been elected vice-president of C. Tyler Kelsey & Co. Agency was formerly known as the Kelsey-Pickering Co.

J. STIRLING GETCHELL INC. has been elected to membership in the American Association of Advertising Agencies.

DELISSER, BOYD & TERHUNE INC. has changed its name to Delisser-Boyd Inc. Carl A. Ritchie has been appointed manager of the firm's Chicago office and James J. Higgins will become the Detroit representative.

BRENT F. CAHOON has joined O. S. Tyson & Co. as an executive.

CAMERON C. STEINMAN has joined the Cramer-Tobias Co. in the same capacity.

Merchandising Dep't Is Organized by WLBC

Muncie, Ind.—A merchandising department, with complete data and information available, has been organized by WLBC. Frederic W. Ayer of Boston is in charge. He formerly was with WIRE, WIBM and WPRO.

Summer business looks well set for WLBC, with all local business renewing.

Robert Umbach, former sports announcer at WATL, and Jack Bush, newcomer to radio, are recent additions to the WLBC announcing staff.

Kostelanetz Honored

Annual accolade of Stage, national theater, screen and radio monthly, has been awarded to Andre Kostelanetz for the year's outstanding contribution to radio.

**FRANK
DeGEZ**

CUSTOM CLOTHES

46 WEST 48 ST.
NEW YORK

BR yant 9-9746

Outfitter to some of the best Radio Bands on the air—Finest of imported materials with the finest of tailoring plus correctness of style. Priced from \$65 up



DON PRINDLE, scripter on the Penner show, has been set as writer on "Life of the Party" which RKO will film with Penner, Parkyakarkus, Victor Moore and Helen Broderick in featured roles.

Sydney, Australia's, 2GB has bought Buck Jones disks for 39 weeks from Raymond R. Morgan Co.

Ray Paige, ork leader, is also pretty good as an amateur yachtsman, returning from the Palos Verdes with that trophy, the Aloha cup and first prize for his class.

Lou Winston, president of Radio Producers of Hollywood, is not only back at his desk after a prolonged air trip, but beaming with the story of the first family reunion in 29 years, held in Tulsa at the home of his sister. Present were nine children, all past 35. They grouped in identical pose and positions for a 1937 version family picture, the original of which was taken in 1908.

Marion Clare, featured in "Make A Wish" with Bobby Breen, signed for Bing Crosby-Bob Burns Kraft program for June 24. Also appears June 6 as Rubinoft Chevrolet guest singer.

No summer show for Cocomalt Joe Penner, who goes off June 27, to return Oct. 3, at which time old cast will return for 39 weeks. Ruthrauff & Ryan is agency.

Lud Gluskin has renewed for 13 weeks with Ken Murray show.

The Country Church of Hollywood returns to the air, via KFAC, as a regular Sunday evening remote broadcast.

Wade Lane's "Home Folks," new Mertens & Price disk series, reported sold for 52 weeks on KSO, Des Moines, Harbach Funeral Tome, and for 52 weeks on KFOR, Lincoln, Neb. Lane, known as Foster song interpreter and authority on Foster's life, doing a special release in his series, timed with the University of Pittsburgh's opening of the Steven Foster Museum on the campus.

When Forest Lawn Memorial Association starts its summer series on KNX, June 6, with the Sunday Players series, they will dedicate the program to June Brides, open the 13-week series with the dramatization of the story of Ruth and Naomi. Dan Miner is agency.

WDAS and Ledger Swap

Philadelphia — "Evening Ledger" makes a third time for space swap with a local station, deal made with WDAS giving the sheet an hour each day, paying off for the time in space. Jerry Stone handling the period for the paper, dishing out the commercial copy aimed to stimulate circulation. Ledger has similar deals with WFIL and WIP.

Station has also consummated a swap with "Radio Press," fan weekly.

ORCHESTRAS - MUSIC

MAESTRO DICK BALLOU is featuring a new drummer boy called Billy Schultz, whom he imported from Hartford and WTIC, on his CBS airings.

Chauncey Cromwell and his Commodores inaugurated an engagement at Pinehurst Inn, Buffalo, last week, and will remain there until June 15th when they open for the summer at Sagamore, Lake George, N. Y. The deal was set by CRA.

Jack Denny and his lads, now being aired via WGN and Mutual from the Drake Hotel, Chicago, have had their contract extended for another two weeks, in addition to the four originally set by CRA.

Johnny Green and his musical contingent will offer a full hour of dance music in the modern manner in place of the Fred Astaire-Charley Butterworth programs over the NBC-Red network Tuesdays at 9:30 p.m., effective June 8.

When Carl Freed organized his harmonica band—heard from WLW and over WHN in the east—he designed two bass harps which were manufactured for him. One contains every chord on the piano and the other has nothing but single bass notes.

Leo Reisman is introducing some of his own novel arrangements in his broadcasts these days, called "Symphony-Swing."

Hugo Mariani is celebrating his sixth anniversary as leader of his orchestra.

Two orchestras will play engagements at the Castle Farms, Cincinnati. Les Brown and his Duke Blue Devils will have the early summer spot from June 21 to July 4; on the 5th Clyde McCoy and his "Sugar Blues" ork open there.

Singers Want More Pay

West Coast Bureau, RADIO DAILY

Los Angeles—With several of the big names among concert singers said to be helping the move, radio singers are reported as organizing to go out after higher pay for vocalists on the air. So far, it's all very hush-hush and hasn't reached the stage of an organized office. Singers say they feel entitled to at least half as much as a violinist gets for his work on the air.

Charlotte Sangston at WOPI

Bristol, Tenn.—Charlotte Sangston, formerly of Jersey City, N. J., is now on the staff of WOPI here. Miss Sangston, is a graduate in dramatic art, with several years experience in stage work to her credit, will announce all women's programs in addition to assuming part of the secretarial work.

Ralph Kirbery, NBC Dream Singer, is being mysterious about a song which he believes will prove an excellent theme for the New York World's Fair. He won't reveal the title or the idea until he has an opportunity to audition it for Grover Whalen and other Fair executives.

The Hal McIntyre musical aggregation is off WNBC until further notice. Hal is featured on the clarinet in the new Glenn Miller Decca pressings.

Louis Prima's brother, Leon, is busy building up a band over night to fill in at his New Orleans Penthouse. Leon tooted a trumpet before Louis and was one-half of the Prima-Shakry Bonanon team which used to make music for the roadhouses.

Maestro Al Kavelin and his boys opened at the Schroeder Hotel, Milwaukee, May 29, with airing via WTMJ.

Ellis Kimball and his "Gentlemen of Swing" made their NBC debut yesterday at Topsy's Roost, Playland-at-the-Beach, Frisco, with contralto Mary Ann Harris co-warbling with Jack Buck and Doug Von.

Dol Brissette and band opened the summer season at the open-air dance spot, Bal-a-l'air on Boston-Worcester Turnpike.

Fats Waller doing one-nighters around this section.

Reggie Childs and his ork from the New Penn, Pittsburgh, are now being fed to NBC-Blue network by KDKA on Fridays and Sundays at 12:30-1 a. m. Childs is heard on KDKA locally the other nights. Art Shaw's ork from the Willows also will be fed to the net by KDKA starting June 5.

New Studios for WFTI

Atlanta—Work is to start immediately for the Atlanta Journal's new station, WFTI, in Western Union Bldg. Transmitting station already has been erected on Clifton Road near here.

WFTI is being moved here from Athens, Ga. Officials of J. K. Patrick & Co. have applied for authority to build a new 100-watt station there.

Gilman in Northwest

San Francisco — Don E. Gilman, vice-president in charge of NBC's western division, left yesterday for the northwest to visit NBC stations there and to address the Washington Federation of Women's Clubs at Wenatchee on "Publicity." He will then proceed to Hollywood, where he is due on Friday, to inspect sites for NBC's new studios.



WEDDING invitations are out for John Walsh of CBS "Betty and Bob" and Roma Ricci of St. Charles for June 12.

Merrill Fugit of "Kaltenmeyer" cast to vacation in Colorado for fortnight starting next weekend.

Ruby Abbott is the new warbler with Al Trace's band at the College Inn.

NBC Night Club, which features dancing for 50 couples among the studio guests, is switching from Thursday to Tuesday nights over NBC-Blue starting June 8. Piccadilly Hall also moves to Tuesday night immediately preceding the Night Club from 10 to 11 p.m. EDST.

WIND in cooperation with Indiana State Employment bureau has launched "The Job Market".

Don Pedro, WGN violinist, whose father was a Mexican Indian, received noticed from head man recently that unless he stopped associating with the evil magic (radio) his name and those of his ancestors would be removed from the tribal records. A couple of blankets fixed things up.

Pat Barrett, (Uncle Ezra) became an Ohio Admiral last night by order of Gov. Martin Davey. He's already a Kentucky Colonel and Texas Ranger. Program originated from WTAM.

Arthur Peterson of NBC's Guiding Light here boasts that he is one of the few third generation radio performers. Both parents and grandparents are playing on Minneapolis and St. Paul stations.

Ed Kirkeby, president of Drake hotel, has signed Benay Venuta and Radio Rogues for floor show starting June 18.

Jack Fulton, Jr., Wrigley warbler, to hospital over week-end to undergo an operation enlarging nasal passages.

Willie Winn (Will He Win?), nationally known horse race handicapper, signed by WIND for nightly opinions and comments.

De Barry and Williams agency, insurance, sponsoring 15 minutes of WMAQ's Sunday morning Sunshine Hour. Program features recordings with announcements by Fort Pearson. Thro Critchfield & Co.

George Kester, Memphis vocal coach, visiting Jack Baker, Breakfast Club tenor, his star student.

"Death Valley" on WTCN

Minneapolis—Pacific Coast Borax's NBC-Blue network dramatic feature, "Death Valley Days," starring Harry Humphrey, made its debut in the Twin Cities area on St. Paul Dispatch-Pioneer Press and Minneapolis Tribune station WTCN last week. Initial broadcast took the form of a salute and welcome to the Twin Cities.

★ F. C. C. ★ ACTIVITIES

HEARINGS SCHEDULED
Sept. 9: Frontier Broadcasting Co., Cheyenne, Wyo. CP for new station. 1420 kc., 100 watts, 250 watts LS., unlimited.
The Journal Co., Milwaukee, Wis. CP for new station. 1570 kc., 1 KW., unlimited.
Mid-Atlantic Corp., Washington, D. C. CP for new station. 1570 kc., 1 KW., unlimited.
The Trenton Times, Trenton, N. J. CP for new station. 1570 kc., 250 watts, unlimited.
Metropolis Co., Jacksonville, Fla. CP for new station. 1290 kc., 250 watts, specified.
Sept. 16: Walter H. McGenty, Rice Lake, Wis. CP for new station. 1210 kc., 250 watts, daytime.
Lillian E. Kieffer, Brooklyn, N. Y. CP for new station. 1500 kc., 100 watts, specified.
WWRL, Woodside, N. Y. Mod. of lic. 1500 kc., 100 watts, 250 watts LS., specified.
Paul J. Golhofer, Brooklyn, CP for new station. 1500 kc., 100 watts, specified.
WMBQ, Brooklyn. Ren. of license. 1500 kc., 100 watts, specified.

39 Station Data Books Issued by Petry & Co.

Standard radio market data brochures on 36 stations and three regional networks have been put out by Edward Petry & Co. The eight-page booklets, in permanent binding, cover:

WSB, Atlanta; WFBR, Baltimore; WAAB and WNAC, Boston; WICC, Bridgeport; WEBR and WBEN, Buffalo; WCHS, Charleston, W. Va.; WGAR, Cleveland; WFAA, Dallas; WBAP, Fort Worth; KVOB, Denver; WJR, Detroit; KPRC, Houston; WFBM, Indianapolis; WDAF, Kansas City; KARK, Little Rock; KFI and KECA, Los Angeles; WHAS, Louisville; WLLH, Lowell; WTMJ, Milwaukee; WSM, Nashville; WSMB, New Orleans; WTAR, Norfolk; WFIL, Philadelphia; KGW and KEX, Portland, Ore.; WEAN, Providence; KSL, Salt Lake City; WOAI, San Antonio; KOMO and KJR, Seattle; KHQ and KGA, Spokane; WMAS, Springfield, Mass.; KVOO, Tulsa; KFH, Wichita; Yankee Network, Colonial Network and The Texas Quality Network.

New Duet for "Show Boat"

Virginia Verrill, CBS singer and currently on the coast making a film, will portray the feminine lead in the revamped "Showboat" program on NBC-Red, Thursdays, when it switches to Hollywood late this month. Miss Verrill will be heard opposite Clark Dennis, another recent addition to the cast, in duets.

Wilson Bros. Trio at KVOB

Denver — Wilson Brothers Trio (Norman, Jack and Bob), formerly of WSM, Nashville and other stations, have been signed for a series over KVOB here. They present a program of rural music.

CLYDE BARRIE
CBS

Thursday

6:15 P. M.



Jack Benny

Turning his week's siege of the flu into material for his program, Jack Benny was hilarious in the first half of his show last Sunday over the NBC-Red. Second part of the show, however, was something of a let-down. It consisted of one of those highly meller murder mysteries, to be continued next week, and promises to be as terrible as the similar type mystery which Stoopnagle and Budd recently dragged out for several painful weeks.

Cantor-Howard

Leslie Howard's third guest appearance on the Eddie Cantor program provided choice entertainment, easily holding the dialers to the CBS station despite the fact that W. C. Fields in the Chase & Sanborn hour was holding forth simultaneously on the NBC-Red. Howard is equally adept as a polished thespian and as a down-to-earth comedy dispenser, proving that dialect comedians have no monopoly on effective stooging.

Walter Hampden

Of his two guest appearances over the week-end, Walter Hampden had his best opportunity as the bishop in the radio version of "Bishop's Candlesticks" on the Joe Cook Shell Show over NBC-Red, Saturday night. His other stint was on Sunday's "Magic Key" program, where he read an

Students to Run KDAL

Duluth—Students of Duluth's Central High School will take over the entire operation of KDAL on Saturday. Ten youngsters have been chosen by the school's English department. Two are girls, who will handle the "Woman's Hour." Regular staff members will stand by to handle technical details.

The affair is proving an excellent promotion stunt, getting wide publicity.

NBC Visitors Set Record

Over the Decoration Day week-end, 10,665 persons took the NBC studio tour, a new high figure. Sunday's total of 5,136 was the top figure of the three-day period. Groups were escorted through the corridors at five-minute intervals. Decoration Day visitors last year totaled 8,990.

Extend "Story of Industry"

CBS has extended its "Story of Industry" series through the summer. The series will begin its airings under the new contract June 5 at 3:30-3:45 p.m. and will be heard weekly at the same time.

KFBI Extends News Service

Abilene, Kas. — Five-minute news periods are now being presented hourly, on the half hour, as a daily feature over KFBI.

Arthur Guiterman special Memorial Day verse. Besides having been for years one of the leading actors of the stage, thereby giving him an extensive personal audience, Hampden has exceptional talent, versatility and artistry which could well be utilized by radio.

Jesse Owens

Bowing into the "Good Time Society" of NBC-Blue on Monday night as the leader of his own orchestra, the famous track star registered well. Not only did he deliver a batch of snappy and tuneful music, but was right there on dialogue as well, although he didn't have many lines. Program, which formerly had Chick Webb's orchestra, continues with Juano Hernandez as the potentate, Edward Mathews, baritone, the Juanita Hall Choir and others.

"Magic Key of RCA"

A two-way trans-Atlantic talk between George M. Cohan, in London, and John B. Kennedy, in New York, was the chief entertaining highlight of Sunday's "Magic Key" broadcast over the NBC-Blue. Cohan chatted amiably and wound up with some singing. Walter Hampden's reading of Arthur Guiterman's "Ode to Memorial Day" with musical setting by Dr. Frank Black, dancing by Paul Draper, Yoichi Hiroaka and his classic xylophone, and Tommy Dorsey were among others on the bill.

WTCN Promotes Lansing

Minneapolis—Hal Lansing production manager of WTCN, St. Paul Dispatch-Pioneer Press and Minneapolis Tribune station. Lansing, a veteran in radio, has been a member of the WTCN staff as announcer, chief of the announcing staff and recently as assistant production manager, since the station was taken over by the two Twin Cities newspapers in 1934. He was with Chicago stations for eight years before coming to WTCN from WLS.

Donn Clayton, whom Lansing succeeds, resigned to resume teaching of corrective speech.

Robert Lambert Jr. in WIS Post

Columbia, S. C.—Robert D. Lambert Jr. is now chief control operator at WIS, the appointment becoming effective with the resignation of Rod Dorsey ("Colonel Staggerhound"). Other members of the studio engineering staff at WIS are John R. Brooks, George Waring and Charles Bell.

New WLBC Programs

Muncie, Ind.—"Travelling Man at the Hotel" and "The Daily Sports Parade" are new programs recently inaugurated and finding favor over WLBC.

GUEST-ING

BETTE DAVIS, EDWARD G. ROBINSON and HUMPHREY BOGART in "Kid Galahad," on Hollywood Hotel, June 4 (CBS, 9 p.m.).

BUNNY BERIGAN AND ORK, HELEN HAYES AND MARGARET BRILL, harpist, on "Magic Key," June 13 (NBC-Blue, 2 p.m.).

MRS. MARTIN JOHNSON, on Joe Cook's Shell Show, June 5 (NBC-Red, 9:30 p.m.), set by Clark H. Getts Inc.

IRVING KAUFMAN ("Lazy Dan"), on Maurice Hart's "Request Club" program, June 10 (WAAT, 5:30 p.m.).

BEN BERNIE, on Lanny Ross' "Show Boat," tomorrow (NBC-red, 9 p.m.).

WILLIAM PRIMROSE, violinist, on Magic Key of RCA, June 6 (NBC-Blue, 2 p.m.).

Knox Reeves Compiles Radio Ball Fan Survey

Minneapolis — A series of station coverage maps charted entirely on radio baseball fans has been compiled by Knox Reeves Advertising Inc., which handles the General Mills account.

The check was made on cumulative mail returns from each of more than 30 stations which broadcast baseball last year. The returns, broken down by counties, represent fan mail to stations and sponsor, and the huge return from the Wheaties Baseball Announcers' Contest conducted last summer. In their final form, these maps are valuable for indicating the commercial value of each station to a sponsor who wishes to present sports broadcasts. The present series of baseball coverage maps will be added to, and checked by a similar system this summer. Additions will be made to bring the total to 80 stations for a complete nation-wide picture of the baseball situation.

Jerry Lawrence to CBS

Jerry Lawrence, WOR announcer, has resigned, effective Saturday, and will join CBS in a similar capacity on Monday. Before joining WOR, Lawrence was with the Don Lee network on the coast.

Edmond McKenzie Joins WJBK

Edmond T. McKenzie, formerly of WTBO, Cumberland, WFIL, Philadelphia, and KPJM Prescott, Ariz., engineering staffs, is a recent addition to the rapidly growing family at WJBK, Detroit. McKenzie will handle remote control broadcasts.

CLAUDE SWEETEN

San Francisco

Lester Bowman, CBS Western Division engineer, up from L. A. over the weekend conferring with R. V. Howard, KSFO technical chief, and James Middlebrooke, construction engineer building the new KSFO transmitter.

Various Jewelers here will present a gold cup each week to the amateur announcer receiving the most votes of KYA's show the "Microphobians."

J. C. Morgan, KSFO production head, was director of pageantry for the Golden Gate Bridge Fiesta pageant "Span of Gold" produced as part of the celebration incident to the bridge opening.

Tod Powell, "S. F. Chronicle" woodsman editor, yesterday started his first regular series of broadcasts via NBC. Fish and game talks will be sponsored by Feather River Inn in Northern California.

KLS, Oakland, is now operating from 6 a.m. till 2 a.m. Station formerly opened at 7 running to midnight or 1 a.m.

KRE, Berkeley, expects to be using their new 190 foot single radiator and new transmitter on Bayshore Highway before June 15.

"Voice of Portugal" program on KLS, Oakland, doing so much biz they've contracted another half-hour daily. Now using full hour total.

"Contrasts," new KFRC variety show, so successful it will be presented over Mutual-Don Lee web at a new broadcast time, Saturdays, 7:00 to 7:30 p.m. Chester Smith supplies music, Dorothy Allen sings, Harkins and Guild sing and clown while emcee post is shared by Mel Venter and Walter Guild.

Linn Church, chief announcer with KYA for six years, has left. In KYA's Oakland studios, Bud Chamberlin, embryonic announcer, apprenticing to fill the late Gene Tabor's shoes.

Louise Landis, NBC publicity department, is on a two-week vacation to include Rio del Mar and Yosemite.

Alba Cravero, sister of Aurora Cravero, KYA staff cellist for several months, added to Musical Director Walter Rudolph's musical group.

Amateur Poets on WHN

"Today I Am a Poet," new program giving amateur versifiers a chance to spiel their stuff, starts Monday at 8-8:30 p.m. as a new WHN series.

ONE MINUTE INTERVIEW

DONALD W. THORNBURGH

"Of late weeks we have instituted a vigorous drive to improve late-night broadcasting. An immediate reason for this is the greatly increased use of car-radios, and another reason is our desire to make the late hours of new value to potential West Coast clients."

☆ Coast-to-Coast ☆

IRVING BERKOWITZ, 15-year-old blind organist, will appear as the guest of Dick Liebert on the latter's broadcast June 5 over the NBC-Red network. Berkowitz, blind since birth, is considered a child prodigy on the organ, and his appearance on the network will mark the first time that he has attempted to perform on the console over the air. A chorus of blind fellow students from the New York Institute for the Education of the Blind will give a recital over an NBC-Blue network Friday. A third musical group from the same institution broadcasts regularly over WNYC.

Foster Rucker, popular in Southern California for his poetry, philosophy and religious programs, is starred in "Romantic Memories," new Saturday night feature over KFOX, Long Beach, Cal. Rolly Wray assists with piano sketches, while Hal Nichols is announcing.

Billy Hoch, Milwaukee's leading boy soprano, has been signed to a 13-week contract with the "Prize Melody" Sunday program sponsored by Meier Ice Cream Co. over WISN.

Charles Phillipp, sales representative for KFRU, Columbia, Mo., becomes a benedict June 5.

John V. L. Hogan, president of WQXR, speaks over the station next Monday at 9:30 p.m. on "Building a Better Radio Service."

Lemuel Q. Turner and his girl friend, Martha Brown, funny folks on the Iowa Barn Dance Frolic over WHO, Des Moines, left Sunday for a two-week vacation in Oklahoma. They expect to call on Gene Loffler, former WHO announcer, now at KTUL, Tulsa. Another WHO staff artist, Louisiana Lou (Mrs. Eva Conn), leaves June 12 to visit her home in Jackson, Miss. She will sing at a number of Veterans' Hospitals enroute.

Mrs. Joe Finch, wife of the chief technician at KVOD, Denver, is recovering from a major operation performed last week. The "gang" sent her flowers.

"Early Risers" program which formerly started at 7 a.m. over WISN, Milwaukee, now says good morning at 6 a.m. Milton Brandl is announcer.

Max Cole, U. of Mo. journalism graduate, is a new addition to the staff of KFRU, Columbia, Mo., handling announcing and continuity assignments.

Criterion Theater on Broadway, where Victor Moore in Paramount's "Make Way for Tomorrow" has been held for an extended run, will have another radio favorite, Charles Win-

ninger, in its next film, Warner's "The Go-Getter," starting tomorrow.

Earl J. Glade, managing director of KSL, Salt Lake City, was speaker at the postmasters' convention in that city.

Among the altar-bound at KSL, Salt Lake City, are Monte Wilson, transmission technician, and Caroline Woodmansee, actress, who will be Mr. and Mrs. in a few days, and Stan Reese, who says he's stepping off in September with Helen Gaddy.

The Hidden Valley Gang and the Jolly Jesters, radio artists of WSN, Allentown, Pa., making personal appearances at Lakeview Amusement Park, in Royersford, Pa.

Stanley High, radio commentator and writer, making the rounds at Atlantic City, N. J., starting his nation-wide tour for Reader's Digest.

Bert Horswell has resigned as director of WHBL, Sheboygan, Wis. He leaves the station in mid-June.

Art Eisler, pianist with the WISN studio orchestra, won first place in a recent audition conducted by the Musical Arts Society of Milwaukee for a professional appearance at the Athenaeum this Fall.

WSPR, Springfield, Mass., has renewed its Transradio Press contract for one year, and its contract with Standard Radio Co., transcription laboratory, for one year.

Mrs. Lee Authier, secretary to Wayne Henry Latham, program director of WSPR, Springfield, Mass., is on a vacation motor tour.

"Salina Booster Programs," in which KFBI, Salina, Kas., is giving local amateur talent an opportunity along with the other talent to appear on sponsored programs, has aroused considerable interest in those parts.

William Reilly, new to radio, has been added to the Weed & Co. staff in Chicago to fill the vacancy caused by M. J. Thoman's recent assignment as head of the new Detroit branch of the station representative firm.

Dwight Bruce and John C. Wiley have filed petition in Savannah for a charter as Colonial Broadcast Inc.

Jack P. Morison this week resumed his duties as an announcer and commercial manager for WOPI, Bristol, following completion of special duties during the past six months with the U. S. Army, in which he holds a captain's commission.

Frank Siedel, Ohio State journalism school graduate, and formerly of WHKC, is an addition to the writing staff at WCAE, Pittsburgh.

Philadelphia

Alexander W. Dannenbaum, president of WDAS, is in University Hospital convalescing from a recent operation. Has a radio installed at the bedside and is conducting some of his executive duties from his hospital room.

Leslie Joy, station manager of KYW, planning a Maine vacation. He and Mrs. Joy will drive up thru New England, leaving latter part of July.

Clarice Mayer, KYW's woman reporter, heard each evening, adds a daily afternoon broadcast to her schedule.

Pat Stanton, WDAS general manager, will take unto himself a wife, Mary DeMey, the latter part of July.

Gem Products Co. renews a daily airing of Transradio News, Howard Jones commenting, for Gem Laundry Soap over WIP.

Larry Vincent, singer heard nightly over WCAU the past six months, adds an 8:30 a.m. spot besides his 11 p.m. period.

Sleepy Hollow Boys returned to WCAU after a two-week tour.

Charlie Borelli, former radio entertainer, turns time seller, joining the sales force at WPEN-WRAX.

Harold Davis, WDAS program director, is spotting his new vocal find, Joan Wallace, on the air this week for a weekly series.

Frances Carrol, WIP songstress, is appearing with Doc Daugherty's orchestra at the 31 Club.

Dave Tyson, WFIL announcer, is vacationing at Atlantic City, and at same time appearing at the Steel Pier as Daddy Dave, kiddies entertainer.

Nathan Fleisher, director of Jewish programs over WDAS, celebrates first year with the station.

Ed Robson doing the man-on-the-street interviews on the "Radio Press" periods over WDAS.

24-Hour Celebration For WOPI's 8th Year

Bristol, Tenn.—A special 24-hour broadcast will mark the eighth birthday of WOPI on June 15. W. A. Wilson, vice-president and general manager, is making elaborate preparations for the event, highlighted by a studio birthday party starting at 8 p.m. and continuing until 2 a.m.

A special birthday anniversary booklet is being issued as a souvenir to visitors, and Wilson is inviting the Governors of Tennessee and Virginia, as well as senators and other notables, to attend the celebration.

RALPH KIRBERY

"The Dream Singer"

69 WEEKS

LIPTON'S TEA

N.B.C.



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 81

NEW YORK, N. Y., THURSDAY, JUNE 3, 1937

FIVE CENTS

CIO Air Campaign in Fall

NEW GEN. FOODS SHOW JULY 16 ON NBC-BLUE

The new series of General Foods (Huskies) programs featuring Robert (Believe It or Not) Ripley gets under way July 16 in the 9-9:30 p.m. spot on the NBC coast-to-coast Blue network. Rest of show not set as yet. This is the first network show to be aired in the interest of this product.

Ripley is currently under contract to Standard Brands on Sundays, 7:30-8 p.m., over the NBC-Blue, but terminates his run June 27. Show will continue on the air with Ozzie Nelson and his orchestra, Harriet Hilliard and whoever is selected to replace Ripley. Benton & Bowles Inc. has the General Foods show and J. Walter Thompson Co. is Standard Brands' advertising agents.

New WSGN Rate Card Shows Some Increases

Birmingham—A new rate card, showing increase in time rates for certain classifications, has been issued by WSGN, Birmingham News and Age-Herald station.

"This new rate card is in line with our plans to place WSGN in a more favorable position to compete with other Birmingham stations, and at

(Continued on Page 3)

\$234,761,000 Gross 1934 Income Reported by Radio

Washington Bureau, RADIO DAILY
Washington—Report made public yesterday by Secretary of the Treasury Morgenthau revealed that during 1934 a total of 449 broadcasting companies reported gross receipts

(Continued on Page 3)

WEAN's 15th Year

WEAN, Providence, is another station celebrating its 15th birthday this week. Station will broadcast a birthday program over MBS on Saturday at 7:15-7:45 p. m. with WHB, Kansas City, which is also celebrating its 15th year in radio, saluting WEAN in its program over MBS at 11:30 p. m. to 12 mid-night.

Banker Lauds Radio

Birmingham — "Bankers should make more use of radio, because through this medium they can reach the largest number of persons in the shortest possible time, and in a friendly, personal manner impossible with other advertising media," says Maclin F. Smith, v.p. and trust officer of Birmingham Trust & Savings Co. Smith recently was elected a v.p. of Alabama Bankers Ass'n, with a membership of some 200 banks.

HEARST LOSES APPEAL IN WMAL STOCK SUIT

Washington Bureau, RADIO DAILY

Washington—U. S. Court of Appeals has affirmed action of the District Court in dismissing the suit brought by Hearst Radio Inc. to compel heirs of the late M. A. Leese to sell to it the majority of shares in WMAL.

Corporation declared it had obtained an agreement entitling it to buy the stock when certain details were effected. However, it was

(Continued on Page 8)

International Silver Signs Sunday CBS Spot

International Silver (1847 Rogers) has signed for the Sunday 5-5:30 p.m. time period on CBS. Niche follows directly after the New York Philharmonic Concerts and before

(Continued on Page 3)

NBC Summer Business Gain May Exceed 15% Estimate

NBC's "summer" business is now giving every indication of exceeding the tentative expectancy of a 15 per cent increase over the same hot weather period of 1936, with nine shows to be heard on the NBC webs this summer that were not on last year and but one cancellation of a program that was on last summer (General Motors—off in June and back in fall).

The nine programs new this summer are: "Passing Parade", "The Hour of Charm", "Tic Toc Revue",

Labor Union Will Use Radio Exclusively In Coast-to-Coast Drive Employing a Staff of Commentators

By NORMAN WEISER

An intensive campaign, designed to reach every phase of American industry, is now being organized by the CIO, with radio scheduled to be the sole medium. Present plans call for concentrated coverage of the entire nation, with time to be purchased on all national networks and a majority of the independent stations. Network spots will be five-a-weekers with special commentators to be hired by the CIO for the broadcasts. Local broadcasts will be aired along same lines.

Starting date for the drive is being held up pending various actions now in progress by the CIO, but a

(Continued on Page 3)

MAJOR BOWES REGAINS CROSLEY RATING LEAD

Marking what is believed to be the first time a radio program has climbed back into first place in the Crosley ratings after having dropped from that position, Major Bowes and his Amateur Hour, sponsored by Chrysler over CBS on Thursday nights, has gone to the head of the list again with a rating of 24.2, according to the reports furnished subscribers yesterday. The achievement is considered all the more outstanding since Major Bowes now has a week-day spot, whereas he formerly

(Continued on Page 8)

WBAP Feeds Texas Net 25 Programs Weekly

Fort Worth, Tex. — Twenty-five quarter-hour shows a week, totaling six hours and 15 minutes, are being presented regularly over Texas Quality Network utilizing the pick-up facilities of WBAP, 50,000 watt Star-Telegram station, according to WBAP Director George Cranston.

Each of the 25 weekly quarter-hours is sponsored, one of the sponsors, the Burrus Mills & Elevator Co., Fort Worth, being the original T.Q.N.

(Continued on Page 3)

FCC APPOINTS KAUFMAN FOR SEGAL-SMITH CASE

Washington Bureau, RADIO DAILY
Washington—FCC yesterday took its first step toward prosecution of attorneys Paul F. Segal and George T. Smith when it was made known that Samuel F. Kaufman of New York had been appointed as special

(Continued on Page 8)

New Fast Air Service Available to NAB Meet

As a result of new low fares and the recent slash in air travel time from coast to coast with its new continental service, United Air Lines plans to operate extra sections to

(Continued on Page 8)

New Tele Camera

London—A television camera ten times as sensitive as any yet operated at BBC headquarters will be used shortly. Developed by the Marconi-EMI Co., from their Emitron instrument, the new camera makes possible the televising of scenes in indifferent lighting and transmission from interiors not specially lit, such as halls and theaters.

"Snow Village", "Court of Human Relations", Packard show, "Sealtest Sunday Party", "Coronet on the Air" and "Mystery Chef".

Of the shows heard last year during the summer period and still on the air, but due for renewal or quits, are nine programs, all or some of which may be added to the all-summer runs. These are: "Tastyest", Kellogg Co., Household Finance Co., F. W. Fitch, B. T. Babbitt, American Home Products, Ralston Purina and

(Continued on Page 3)



(Registered U.S. Patent Office)

Vol. 1, No. 81 Thurs., June 3, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk and Verne Bailey, 6425 Hollywood Blvd. Phone Granite 6607.

Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

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FINANCIAL

(Wednesday, June 2)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	167	165	166	+ 1 1/2
Crosley Radio	21	21	21	- 1/4
Gen. Electric	53 3/8	52 7/8	52 7/8	+ 1 1/8
North American	26 1/2	26 1/8	26 1/4
RCA Common	8 7/8	8 3/4	8 3/4
RCA First Pfd.	68 1/4	68 1/4	68 1/4	- 1/2
RCA 55 Pfd. B.	(75 Bid)			
Stewart Warner	18	17 7/8	18
Zenith Radio	33 1/8	33	33 1/8	+ 1/4

NEW YORK CURB EXCHANGE

Hazeltine Corp.	15 3/8	15 3/8	15 3/8	- 1/4
Majestic
Nat. Union Radio	1 7/8	1 3/4	1 3/4	- 1/4

OVER THE COUNTER

	Bid	Asked
CBS A	53	54 3/4
CBS B	52 1/4	54
Stromberg Carlson	13 1/2	14 1/2

Czech Hour on WCBM

Baltimore—WCBM has started another daily foreign program, a Czechoslovakian hour, aired at 2 p.m., to bring the activities of the large number of Czechs to the attention of the public.

Hanson's Appendix Cut

O. B. Hanson, NBC chief engineer, was operated on for appendicitis in Norwalk Hospital yesterday morning. His condition last night was reported favorable. In his absence George McElrath, operating engineer, will carry on.

DON KERR

MASTER OF CEREMONIES
GENERAL MILLS SPORTS PARADE
WMCA

2:30 to 5:30 P. M. DAILY
36 COMMERCIAL HOURS WEEKLY

Four Radio Revisions Urged

Four revisions in the present broadcasting setup are urged by Dr. S. E. Frost Jr. of Teachers College in a thesis, "Democracy and Radio," as a means of assuring freedom of speech on the radio and to protect the interests of Americans. Dr. Frost, who was connected with a commercial radio station for four years, recommends:

"Free the station owner from liability for statements made by speakers using his facilities.

"Designate certain hours during which discussions of social, political and economic questions shall be broadcast without censorship.

"Require a station owner who presents a speaker advocating one side of an issue to also present speakers representing other sides of the issue.

"Give wide publicity to each station's treatment of requests for time for the discussion of issues so that the public will know how the station owner is administering the public trust which is his by virtue of his license."

"Junior G Men" Program Celebrates First Year

"Junior G Men," popular kid serial produced by Donald Peterson Radio Productions and sponsored by Fischer Baking Co. over WOR thrice weekly, celebrated its first year yesterday.

Several former members of the "Junior G Men" cast are now in the headline class, the screen having taken Billy and Bobby Mauch and Charles Peck, while Roy Le May, Junior Bealin, Eric Burtus, Billy Redfield, Fred Strange and Ralph Williver were taken by the legit.

Rena Craig was recently added to the Peterson staff of script writers and will also take part in shows.

"Junior G Men" yesterday went to a 6:30 p.m. spot, instead of 5:45, on Monday, Wednesday and Friday.

Neff-Rogow Inc. is the agency.

First Registry Out June 10

First issue of the National Radio Registry bulletin, giving names, addresses, etc., of radio talent, will make its appearance June 10. Bulletins will be issued monthly. A \$1 registration fee is charged for listing in each bulletin.

Doris K. Sharp, formerly of CBS, is associated with the new venture, which has established offices at 415 Lexington Ave.

Steinberg to Speak

A. Ralph Steinberg, president of Radio & Film Methods Corp., has been programmed to speak to the Credit Retailers Association of America at the annual convention to be held the week of Aug. 23 in the Hotel New Yorker. Steinberg's subject will be the development of electrical transcription for retail selling by radio.

WWVA Sees Bright Fall Outlook

Wheeling, W. Va.—Interest in fall business being shown at WWVA indicates a banner season next fall, according to station officials. Advertisers are reported rapidly contracting for new periods to start in the fall, while old clients are protecting themselves for good positions. McKenzie Milling Co., which has been on WWVA several years, is among latest accounts to sign over again.

New WSGN Rate Card Shows Some Increases

(Continued from Page 1)

the same time realize a more substantial revenue in line with new equipment which we are installing," said T. O. White, new production manager.

Work Out WRDT-NBC Deal

Campbell Arnoux and Ovelton Maxey, general manager and resident manager, respectively of WRDT, Richmond, are in town arranging for WRDT's joining the NBC-Blue network on June 27 as a supplementary basic station. WRDT is now under construction and will inaugurate its service simultaneously with joining NBC. Arnoux is also manager of WTAR, Norfolk.

Mutual Staff to Cleveland

Mutual Broadcasting System, only major network to date that has scheduled daily airings from the Cleveland Exposition, will send the following staff to that city for the summer: Robert Babcox, Fred Lyle and Dave Irwin, engineers; Harold Wadell, production; Robert Lee, Carl Mark, Russell Richmond and Arthur Cook, announcers. Complete high fidelity equipment will be used.

Connah Quits BBD&O

Doug Connah, radio publicity director of Batten, Barton, Durstine & Osborn Inc., has resigned. Publicity department is undergoing a reorganization. Connah will announce his future plans shortly.

Skol Series on WJZ

In addition to the MBS series, Skol, the Swedish antiseptic, tomorrow will start a local program over WJZ, 9:45-9:55 a.m. Renee Long will be the talent, talking on personality and beauty. Peck Advertising Agency handles the account.

CALIFORNIA OVERNIGHT

Fly United's Mainliners overnight to LOS ANGELES and SAN FRANCISCO. Lv. New York at 5:55 p.m.—breakfast in CALIFORNIA. (Only 3 stops.) 2 other coast-to-coast flights daily. To CHICAGO—3 non-stop flights daily, only 4 1/2 hours.

TICKETS: 58 E. 42nd St., MU 2-7300

UNITED AIR LINES

COMING and GOING

EDWARD K. KLAUBER, CBS executive vice-president and director, returned to town yesterday to attend the CBS board of directors meeting in the afternoon.

ALFRED H. MORTON, NBC manager of owned and operated stations, left yesterday afternoon for Schenectady to visit WGY.

SCOTT HOWE BOWEN, owner of WIBX, Utica, N. Y., and DALE ROBERTSON, manager of the station, are in town.

ERNEST TRUAX has left New York for Hollywood.

BILL BACHER of "Hollywood Hotel" will be in New York all this week from the coast.

MR. and MRS. DAVID F. SYME (he's manager of 3HA in Australia), were in New York visiting and left yesterday for England on the Aquitania.

HARRY ELLIOT of the CBS San Francisco office is in town for a few days.

LARRY ELIOT of WJSV, Washington, and JOHN HEINEY, radio editor of the Washington-fashion shops in New York.

LYDIA TODD, WBAL, Baltimore, fashion expert, sails June 18 for the fashion centers of Europe to gather information on the Fall modes of dress. She will spend two months abroad and before returning to Baltimore visit the fashion shops in New York.

JULIAN FIELDS, talent agent, is in Hollywood on business and is expected back in New York in a week or ten days.

JONIE TAPS, professional manager of Shapiro-Bernstein, music publishers, leaves tomorrow for Chicago and will be gone ten days contacting band leaders in the Windy City.

DOROTHY HAAS of Fanchon & Marco Agency, Inc. leaves today to join Al Pearce and his gang in Buffalo. She'll make the tour to the coast with them, in the interests of Fanchon & Marco and Pearce, and will visit radio and motion picture editors in all the cities, returning to New York around July 15.

Speaker Guest Announcer On WHK Baseball Airing

Cleveland—Tris Speaker, former manager of the Cleveland Indians, for two innings yesterday was the guest announcer on the New York-Cleveland game which was broadcast from here over WHK. This was Speaker's first appearance at the ball park and was a complete surprise to listeners because it was generally believed that he was still confined to his home with injuries suffered several months ago. Jack Graney is the regular announcer of the Cleveland games which are sponsored jointly by General Mills and Socony Vacuum.

JERRY COOPER

HOLLYWOOD HOTEL
CBS

FRIDAYS 9 P. M. EDT.

CIO RADIO CAMPAIGN SCHEDULED FOR FALL

(Continued from Page 1)

tentative start has been set for early fall.

The CIO recently attempted a test series in the New England states. The failure of that series has caused the CIO to completely revamp the planned campaign. Network commentators such as Lowell Thomas, Boake Carter and John B. Kennedy who have either ignored the CIO or have spoken against it will not be included in the organization's plans. Instead, a staff of unknowns, picked from local stations throughout the country, will handle the network broadcasts for the CIO, leaving the present commentators free to voice their opinions as in the past.

\$234,761,000 Gross 1934 Income Reported by Radio

(Continued from Page 1)

of \$81,103,000 for the year. Of these 449 stations only 197 reported net incomes which totaled \$8,205,000. Group paid an income tax of \$1,128,000.

A breakdown of this group showed that 197 reported net incomes of \$8,205,000 on a gross revenue of \$69,275,000 and 252 reported no net incomes on a gross income of \$11,828,000 and a deficit of \$2,138,000. Income tax paid by former group totaled \$1,128,000. Thirty-five radio stations reported no income data, probably non-commercial stations, and 69 were inactive.

In the radio equipment and parts field 268 companies filed reports with 81 declaring net incomes of \$3,170,000. Gross incomes were \$61,861,000. A tax of \$436,000 was paid. Companies reporting no net incomes totaled 161 and their losses were \$8,754,000 on a gross income of \$91,979,000. Twenty-six companies filed no income data and 53 others were said to be inactive.

International Silver Signs Sunday CBS Spot

(Continued from Page 1)

the General Baking-Guy Lombardo show. Series, a dramatic show emanating from Hollywood, will start Oct. 3. Young & Rubicam Inc. placed the account.

E. A. Warner Joins Midland

Kansas City—E. A. Warner, account executive handling Montgomery-Ward shows for Ferry-Hanley agency here, has resigned to join Midland Broadcasting Co. on the promotion and sale of Arthur Church's "Phenomenon" disk series.

Jerry Lee, Singing Lifeguard

Jerry Lee, baritone on the Howard Clothes program over WNEW, has accepted a job as lifeguard at the Miramar Pool at 207th Street in addition to his vocal activities. Pool has the P. A. system and will tune in on his program.

NEW PROGRAMS—IDEAS

Skit Around Baseball Cub

A timely and interesting program revolving around one "Lefty Culpepper," fresh from the mango patches of Quiggsville, Tex., is making quite a hit over WTMJ, The Milwaukee Journal Station. Sponsored by Gridley Dairy Co. and aired at 5 p.m. thrice weekly, the program was concocted by three WTMJ continuity writers—Russ Tolg, Jack Payne and Harry Eldred.

Jack, as Jim Carter, villainous, covetous fellow-pitcher; Harry, as Pancakes the superstitious negro trainer, and Russ, as Mr. Peabody, venerable old skin-flint from Lefty's home town, form, with the great Lefty himself, the back-bone of the sketch. The part of the confident but green-as-the-grass-in-the-infield Culpepper is capably portrayed by Frankie Behrens who numbers among his possessions the recognition of Major Bowes and a drawl that would make Joe E. Brown look twice to his vocal chords.

Completing the cast are Jane Ann Skinner, as Lefty's inspiration; Kathryn Bennett, as Maizie a mischievous gal-about-town and Russ Leddy, who keeps the whole set bearing down as O'Donnell, manager of the Green Sox.

Important to the successful execution of the program is perfect timing. Everything is exact, as the characters go through the actual motions of batting, throwing, running—right in the studio.

Revolving as it does around an entertaining cycle of baseball drama, night-club episodes, and romance, the program is a good-will builder for the key products—milk-cream and ice-cream of the Gridley Dairy Co.

"Housewives' Market Reports"

Telling housewives just what they can expect when they go to market to get their fresh vegetables and fruits this spring, summer and fall is the purpose of a new series cooked up by KSTP with the federal department of agriculture in St. Paul.

Dubbed "Housewives' Market Reports," the series, heard at 12:10

Tuesdays, Thursdays and Saturdays, features authentic, impartial reports as to quality, type, price, et cetera, given by Harry Charter of the Minneapolis division of the U. S. department.

Series first went on the air last year over KSTP, was so popular that station is renewing for the coming months. A flood of letters and phone calls to the station indicated housewives think the series tops. Special emphasis is placed at canning times on the proper time to make purchases of comestibles for canning—proper time as to price, quality and the like.

"Fortune Calls" Clicks

Julian Goldman, sponsor of "Fortune Calls" over WISN, Milwaukee, has had such excellent response to the program that a 26-week renewal has been signed.

In this popular program, three numbers are picked at random from the telephone book. Listeners who can identify the numbers as their own and call the station within 15 minutes following the announcement, receive awards.

Water Safety Series

With a view to helping reduce number of drownings this summer WBAL, Baltimore, has started a series in which C. M. Falconer, member of the Red Cross First-Aid and Life-Saving Committee, and Mrs. Fred H. Cook, director of health for the Maryland Congress of Parents and Teachers and Red Cross life-saving examiner, discussed "Water Safety" at the initial broadcast this week.

KSL Civic Shows

A new series of Civic Shows by KSL, Salt Lake City, June 19, when the first of ten weekly half-hours will be short waved from the open air auditorium of Liberty Park. Activities of each of the nine other city recreational projects will also be aired. City Department of Recreation is cooperating with Fred Taylor of KSL.

Star Programs for Australia

The syndicated scripts of Star Radio Programs Inc. are soon to be heard over 3HA in Melbourne and Victoria, Australia. David F. Syme, managing director of the station, has contracted with Star for three feature programs, "Adventures of Dexter Randolph," "Death Stalks the Honeymoon" and "County Fair!"

WIOD Weekly Studio Party

Miami, Fla. — Every Thursday, WIOD is giving a studio party, 10-11 p.m. After the performance, guides are available to conduct guests through the studios. Tickets may be secured and reservations made over telephone.

1,000 Watts for WAAB

Boston—WAAB, Mutual network outlet, will increase its daytime power from 500 watts to 1,000 watts effective July 13. FCC grant was obtained last week.

New Workshop Melodrama

"Downbeat on Murder," melodrama written especially for radio by Charles Tazewell, will be presented by the Columbia Workshop over CBS on Sunday at 7-7:30 p.m.

RADIO PRODUCER

Well known motion picture director and writer who has produced and broadcast from NBC Hollywood and New York studios—writing—appearing in—and producing over 200 programs—is desirous of becoming affiliated with an established advertising agency as producer. Box A-101, RADIO DAILY, 1501 Broadway, New York City.

NBC SUMMER BUSINESS GAIN MAY EXCEED 15%

(Continued from Page 1)

American Radiator. Majority of these shows run out on current 13-week renewals during early or mid-summer.

General trend, however, as in the past, is for the great majority of accounts to continue through the summer with changes in talent here and there.

WBAP Feeds Texas Net 25 Programs Weekly

(Continued from Page 1)

sponsor when Cranston conceived the T.Q.N. idea in October, 1932, before the network came into its own in September, 1934.

The sponsor list utilizing WBAP pick-up facilities includes: Burrus Mills, Bewley Mills, Hawk & Buck Co., the O'Daniel Hillbilly Flour Co., and Universal Mills, all of Fort Worth, and the Crazy Water Co., Mineral Wells, Tex.

Interesting to note about the WBAP pick-ups is the fact that three of these sponsors air a total of 17 remote programs through WBAP weekly. The Mineral Wells show originates some 80 miles west of Fort Worth, the Burrus stanza has its origin 7½ miles distant from Fort Worth and the Universal Mills account gets its start in Schulenberg, Texas, 250 miles from WBAP. R. C. "Super" Stinson is in charge of WBAP technical operations.

Prolific Speaker

Lincoln — Reginald B. Martin, KFAB-KFOR manager, has become the month's most popular luncheon speaker. Was called on to sell radio to seven luncheon clubs in the past 30 days.

"Jazz Nocturne" to Shift

"Jazz Nocturne," Mutual network program, will shift to Mondays, 8-8:30 p.m., on June 14. Program remains on that time during the summer months only.

KABC Adds 45 Minutes

San Antonio—KABC is now staying on the air until midnight every night except Sunday. Sign-off time was formerly 11:15 p.m.

BARRY WOOD

Presented by

DRENE

WJZ

EVERY THURSDAY 7:45 P. M.

Personal Manager

MATTY ROSEN

GUEST-ING

WEBER and FIELDS (postponed from June 4), GEORGE JESSEL, AL JOLSON and MARX BROTHERS in preview of "A Day at the Races," on Hollywood Hotel, June 11 (CBS, 9 p.m.).

HELEN MENKEN, on Hammerstein Music Hall, June 8 (CBS, 8 p.m.).

ERROL FLYNN and FRANCES FARMER in "British Agent," on Lux Theater, June 7 (CBS, 9 p.m.).

DOROTHY STONE and CHARLES COLLINS, on Major Bowes Capitol Family, June 6 (CBS, 11:30 a.m.).

GENE RAYMOND, on "Hit Parade," June 12 (CBS, 10 p.m.).

LOUISE MASSEY and The Westerners and EMIL BOREO, on Shell Show, June 5 (NBC-Red, 9:30 p.m.).

CORNELIA OTIS SKINNER, on Sealtest Sunday Night Party, June 6 (NBC-Red, 10 p.m.).

CONSTANCE BENNETT, on Chase & Sanborn show, June 6 (NBC-Red, 8 p.m.).

NORSEMAN QUARTET, on Marion Cole's "Hitching Your Hobby," June 8 (WMCA, 11 a.m.).

DON HEROLD, interviewed by Chuck Thorndike, today (WINS, 8:45 p.m.).

PAUL HAAKON, dancer, interviewed by Dorothy Beach, today (WINS, 11:30 a.m.).

COMMANDER C. J. MacGREGOR, interviewed by Bill Harding, today (WINS, 4 p.m.).

MR. and MRS. JESSE CRAWFORD, playing twin electric organs, on Shell show, June 5 (NBC-Red, 9:30 p.m.) Booked by Ed Kirkeby of CRA.

Organized Safety Program

Denver—Realizing the need of an organized safety campaign to cope with traffic accidents, KVOB has stepped forward with an accident prevention drive enlisting the active participation of Governor Ammons, Mayor Stapleton and other prominent officials. First program went on the air last week. A committee of state and city officials meets today with Harry Hill, KVOB associate news editor, in the Mayor's office to work out further details. New programs will supplement KVOB's dramatized accident prevention series, "Death Rides Again." As part of KVOB's educational features, they are strictly sustaining.

Chaplain in WNEW Series

Rev. Charles J. Haulenbeek, YMCA chaplain, will take over a 15 minute spot on WNEW on Tuesdays and Thursdays, 7:15-7:30 a.m. Rev. Haulenbeek will deliver talks on religious subjects.

Radiatorium

Bristol, Tenn.—Other studios may call it a theater, an auditorium or a parlor lounge, but at WOPI it's known as the Radiatorium. Seating capacity is 350.



● ● ● Lux Radio Theater fades July 12 returning eight weeks later over the same net and using the same time....Campana is looking for a variety air show for the Fall. This will be supplementary to its "First Nighter" airings....Jack Haley and Virginia Verrill will be on "Show Boat" starting July 8, remaining on this spot until the Log Cabin series starts Oct. 14, with the femme singer signed to co-star with Haley....Tony Martin replaces Dick Foran Monday on the Burns and Allen program....John Trent will appear on George Fischer's "Hollywood Whispers" next Saturday via Mutual...."Cops on the Air", radio columnist Jo Ransom's book, is out....Scrappy Lambert won \$500 consolation prize in the Irish Sweeps....Billy Wilson and Jane Rhodes (she's just been signed by RKO) have been added as vocalists to the Johnny Green-Packard show....Jonie Taps has a lock on his office phone....That 3-karat ring to be placed on June Robbins' finger (she's Gus Arnheim's vocalist) may have many fellows worrying—but it's merely a gift from her father.

● ● ● Wisdom of having recording equipment on the scene at public events was again demonstrated at the Amelia Earhart take-off for her round-the-world flight from Miami....WQAM, on the scene with mobile transmitter, had amplifier trouble. Lines were switched to the recording outfit and Leslie Harris, station wordslinger, put the entire description on wax. Immediately following the take-off, the recordings, with 45 minutes of description, were rushed to the studios....A police escort, with sirens screeching, conducted Maurice Fink, control man, over the route at 80 miles an hour....Transcription was on the air 23 minutes after the Earhart departure....Throughout the day Miss Earhart stayed tuned to WQAM in order to pick up weather reports.

● ● ● Clem McCarthy's description of the Louis-Braddock fracas will be aired over 125 NBC outlets June 22...."Snow Village Sketches" fades from the air-lanes June 26 and will return in the fall....Eddie Cantor wanted Bert Gordon for the Chase & Sanborn summer show—but Gillette grabbed up his option and gave him a long-term....Rubinoff's resumption of broadcasting from New York will start June 20 instead of the date originally scheduled....Murray Weintraub is now in charge of Geo. Lottman's coast office, with Jerry Olenick, former ass't story editor under Sam Marx at M-G-M, in charge of the copy dept....Tim and Irene will remain on the air for their sponsor during the fall and winter with their feature picture commitments being shot out on Long Island instead of the west coast....Wilbur Hatch, who conducts "Vocals By Verrill" from the west coast, auditioned a half-hour show yesterday with a 33-piece orchestra for a food-packing concern famous for their tea....Joe Besser opens at the Orpheum in Los Angeles next week....Will Carl Ravell open at the Montclair Roof (which Ralph Hitz has just purchased) when Don Bestor (which we reported many editions back) returns to the Lexington?

● ● ● Moreland Murphy, chief announcer of KCMO, Kansas City, spends his leisure hours away from the mike in building model airplanes and will exhibit a six-foot gasoline power plane at a meeting next week of the Model Gas Engineers Club....Garry Harrison and Linus Travers of the Yankee Network are proud owners of complimentary fishing licenses signed by Gov. Murphy of New Hampshire—but Garry spent a week-end with Carl Wheeler fishing in MAINE!....A "man in the street" interview a la Boston: Walter Harvey, WAAB announcer, showed up the other night to conduct the Sidewalk Quiz in his top hat, white tie and tails. Walter was headed for a party after the show and didn't have time to change!

ORCHESTRAS MUSIC

JACK DELMAR and orchestra are closing their second season at La Casa Ballroom in Philly, with plans for a repeat already set for the fall opening on Sept. 10. Spot has a KYW wire.

Maestro Henry Mays takes over the Evergreen Casino, Philly, for the summer season.

Consolidated Radio Artists Inc. bookings yesterday included Charlie Barnet, opening June 15 at Hickory Lodge, Larchmont (formerly Post Lodge); Mike Riley and Don Bestor, set for motion picture shorts; Jack Denny, renewed at Drake Hotel, Chicago, for four weeks from June 15.

Eddie Saunders, ex-vocalist with Eddie Fitzpatrick, and his recently formed musical aggregation have begun a three-month engagement at Guernwood Park, following which they'll return to Frisco for radio work. Vocalist is Jane Cook.

Jeri Harris, Lang Thompson's orchestra featured vocalist, is aired nightly over WLW from the bandstand in Jimmy Brink's Lookout House, Cincinnati. Jeri debuted with NBC's Breakfast Club, when she and her two sisters formed the trio known as June, Joan and Jeri, the Harrison Sisters.

Batoneer Harold Stern and his boys have been set by CRA to succeed Clyde McCoy at the Hotel Peabody, Memphis, with a June 23 opening. McCoy moves on to the Graystone Ballroom, Detroit, for an extended engagement.

Joe Venuti and the band, now making merry at the Nicolle Hotel, Minneapolis, have had their contract extended until June 7.

The orchestras of Don Redman and Don Albert will be aired over WDNC, Durham, in the near future. Redman will be heard Friday June 11 at 5:45 p.m., Albert on Monday May 31 at 5 p.m. The two bands will be appearing for dances on the above dates.

Luck Millinder is scheduled to do a series of one-night stands at ballrooms in eastern Pennsylvania and South Jersey resort towns, prior to his summer location at the Larchmont Inn, starting June 25.

On Sunday's Bond Bread Program it will be announced that Carmen Lombardo really wrote "Sailboat in the Moonlight", the origin of which ditty was shrouded in mystery at the time Guy introduced it on the show.

James J. Walker's "Will You Love Me In December As You Do In May", is undergoing a rebirth in popularity as a result of Ethel Gilbert's vocal activities in the new revue at Bill Hardy's "Gay Nineties".

WITH THE ★ WOMEN ★

By ADELE ALLERHAND

JESSICA DRAGONETTE has purchased her 21st "Alice Blue Gown" chez Hattie Carnegie and will observe her biennial ritual of warbling the ditty thus designated for the 21st time on her June 9 broadcast when she presents "Irene" ... Fanchon & Marco's Dot Haas, erstwhile WOR-Mutual press dept. lass, all agog and atwitter at the prospect of visiting Fargo, N. D., while en route with the Al Pearce outfit, which she joins in Buffalo tomorrow... on account of it's supposed to get more torrid there than anywhere... which sounds like a bit of an anticlimax to us... Pontiac's flying femme commentator, Kathryn Cravens, attends the Essex House luncheon in New-ark today at which guest-of-honor Eleanor Roosevelt will award medals to most successful sellers of tickets for Essex County Symphony Society concert, with a view to telling about it on her June 7 broadcast....

About to legalize their anti-"Live Alone and Like It" inclinations in CBS program, stenographic, and reference files dept. are the Mesdemoiselles Florence Ehrlinger of program and reference files, who weds sometime during the summer, Helen Richter of the steno section, scheduled to be a June bride, Maude Stubner and Sally Prouty, both of the same section, who'll go matrimonial at some early but undesignated date.... Helen Lawson, sec to Jan Schimek of copyright division, who recently agreed to say "I do" sometime soon, is a steno section alumna.... Agnes Law, dept. head, admits with an unexecutive twinkle there are more romances brewing.... WNEW's engineer, Ira Mercer, enters double harness with a lass named Caroline La Mond at a not-too-distant date....

Mary Lou Haywood, WPTF's production department handy gal, opened the station's vac season by taking off for Philly and points east this week.... Cora Shepard, CBS hostess, back from Texas after a month's absence.... Fayette Krum, "Girl Alone" scriptist, leaves Chi for her native Pontiac, Ill., this week, object being to work as reporter, columnist and newspaper woman extraordinary on the Pontiac Daily Leader.... Fayette plans to remain there one month, during which time she'll author "Girl Alone" continuity as usual....



"YOUR NECK O' THE WOODS"

Sustaining

WABC—CBS Network, Mondays, 10:30-11 p.m.

FOLKLORE AND FANCY, CULLED FROM VARIOUS STATES, NEEDS LESS NARRATION AND MORE DRAMATIZATION.

Carl Carmer, author and story-teller, inaugurates a new series devoted to the legends and songs associated with different states in the Union (one state at a time), the opening stanza being given over to the Ohio River Valley. The tall stories of "Mike Fink" played a major part in the presentation, supplying material that a Fred Allen could deftly handle. Small orchestra and male chorus as well as soloists did the songs, further embellishing the entertainment. Production is in the hands of Max Wylie and Earl McGill.

Arkansas is scheduled for next Monday and folks everywhere are asked to send in their lore to Carmer at CBS. Considerable narration was heard on the opening program, with comparatively little dramatization that might add a little more guts, as it were. Not that the production was a poor one.

N. Y. University Forum

The New York University Forum presented a dramatization of "The Outward Door" on its broadcast over WHN last Thursday night, and the program did little to impress. Long explanations of plots and situations, plus an attempt to teach the novice how to write novels, only made the program drag to an all-too-slow ending. Program idea is a good one, but cast and commentator both need to be told that radio audiences don't listen to excess gab, especially when nets offer all-star presentations at the same hour, 8:30-9 p.m.

Carl Freed

Carl Freed and his Harmonica Lads, being fed to the east these days via WHN over the WLW Line from Cincinnati, Tuesdays and Wednesdays at 2:30 p.m., present a merry little quarter-hour of novelty musical entertainment. Freed has a talented bunch of youngsters and he knows how to handle them for pleasurable results.

"Kraft Music Hall"

Bob Burns, back from vacation, came through with a good line of material built around Bing Crosby's folks, and did as well as though he were kidding the Arkansas kinsmen. Bing himself has a voice that seems to improve if anything, while Jimmy Dorsey's rendition of that famed "Bee" composition was terrific.

"LOUISIANA HAYRIDE"

Sustaining

(WOR-Mutual System) Saturdays, 9:30-10 p.m.

ALL-COLORED SHOW FROM COAST WITH THE USUAL FINE CHOIR AND LIGHT COMEDY SCRIPT.

Unless the listener has a hot favorite elsewhere, "Louisiana Hayride" supplies fairly good entertainment of a more or less orthodox style. First program established the characters at the beginning, such as Uncle Dan, the patriarch of the settlement and owner of the general store, where most of the action took place; Aunt Julie, a fortune-teller whose son Lucius, a law student, has just returned from the city with his special vocabulary; Nettie, Uncle Dan's daughter; Martha, the "it" gal, and others, including Sol the natural-born promoter. Choir is worked in for "rehearsals," etc., and at the dock to meet the boat bringing Lucius.

Script is by Robert Cummins and choir under the direction of Sherman T. Walker. According to announcement on the program some or all of the cast are from Federal Theater projects.

"Strollers Matinee"

A half-hour of this 45-minute KDKA (Pittsburgh) program went network yesterday over the NBC-Blue at 12:30-1 p.m., and it provided a highly enjoyable session. Very amiably emceed, interspersed with good singing and amusing comedy, and backed up by an orchestra that is strong on smooth-flowing and tuneful music, the show is a topnotcher of its kind. Program is emceed by Glenn Riggs, while Umberto Egizi is the conductor of the Strollers orchestra.

Children's Hour

Horace Blue, as master of ceremonies with a leaning to the philosophical, and Ralph Edwards, as announcer, do a nice job in the handling of the Horn & Hardart Children's Hour on Sunday mornings over WABC. Paul Douglas has been handling the stint for a long time.

"Robin Hood"

As a contrast, this original radio dramatization of the old English legend presented Monday at 8-8:30 p.m. over the NBC-Blue network was refreshing stuff. Authored by Wells Hively, who also provided incidental music for the work, it employed poetic dialogue to tell how Robin Hood and Friar Tuck aided the lovelorn minstrel, Alan-A-Dale, to win back his sweetheart. Reading of the parts was excellent.

★ F. C. C. ★ ACTIVITIES

APPLICATIONS GRANTED

WHLB, Virginia, Minn. CP for changes in composite equipment and increase day power to 250 watts. 1370 kc., unlimited.
WKY Radiophone Co., Havens & Martin, Inc., Birmingham News Co., Earle C. Anthony, Inc., and Harrisburg Broadcasting Co. have been granted CP for new relay stations.

SET FOR HEARING

C. Bruce McConnell, Indianapolis. CP for new station. 1500 kc., 100 watts, 250 watts LS., specified.
Floyd A. Parton, San Jose, Cal. CP for new station. 1330 kc., 250 watts, daytime.
Enterprise Co., Beaumont, Tex. CP for new station. 1350 kc., 250 watts, 500 watts LS., unlimited.
W. H. Hartman Co., Waterloo, Ia. CP for new station. 1400 kc., 500 watts, daytime.
Church of Jesus Christ of Latter Day Saints, Salt Lake City, Utah. CP for int'l station. 15250, 21460 kc., 50 KW.

ORAL ARGUMENTS

Leonard A. Versluis, Grand Rapids. Granted oral argument to be held Sept. 16.

ACTION ON EXAMINER'S REPORTS

Lincoln Memorial University, Middlesboro, Ky. Granted CP for new station. 1210 kc., 100 watts, unlimited.
Baker Hospital, Muscatine, Ia. Denied auth. to transmit programs to stations located in Canada and Mexico.
J. Leslie Doss, Sarasota, Fla. Denied CP for new station. 1390 kc., 250 watts, daytime.
Northern Broadcasting Co., Traverse City, Mich. Denied CP for new station. 830 kc., 500 watts, daytime.

APPLICATIONS RECEIVED

Burlington Broadcasting Co., Burlington, Ia. CP for new station. 1310 kc., 100 watts, unlimited.

APPLICATION RETURNED

Dickmar Broadcasting Co., San Diego, CP for new station. 890 kc., 1 KW., 5 KW. LS., unlimited.

HEARINGS SCHEDULED

June 18: Clark Standiford, L. S. Coburn & A. C. Sidner, CP for new station. 1370 kc., 100 watts, unlimited.
J. K. Patrick & Co., Athens, Ga. CP for new station. 1310 kc., 100 watts, 250 watts LS., unlimited.
June 23: Radio Enterprises, Inc., Hot Springs, Ark. CP for new station. 1310 kc., 100 watts, daytime.
Asso. Arkansas Newspapers, Inc., Hot Springs, Ark. CP for new station. 1310 kc., 100 watts, daytime.
Athens Times, Inc., Athens, Ga. CP for new station. 1210 kc., 100 watts, 250 watts LS., unlimited.
June 24: Leon M. Eisfeld, Burlington, Ia. CP for new station. 1310 kc., 100 watts, unlimited.
June 25: Honolulu Broadcasting Co., Ltd., Honolulu, T. H. CP for new station. 1010 kc., 250 watts, unlimited.
John W. Haigis, Greenfield, Mass. CP for new station. 1210 kc., 250 watts, daytime.

THE SONGBIRD OF THE SOUTH

★ ★ ★ ★

KATE SMITH

A & P BANDWAGON

THURSDAYS

CBS NETWORK 8-9 P.M., E.S.T.

EXCL. MANAGEMENT TED COLLINS

Coast-to-Coast

WBIG, managed and directed by Major Edney Ridge, comes in for two citations in the souvenir booklet on "The Dynamic Decade, 1927-1937," just celebrated in Greensboro, N. C. The station is among the items in the Expansion Period, and again in the Restoration Period.

G. Richard Shafto, vice-president and manager of WIS, Columbia, S. C., has returned from a brief visit to Washington.

Ray Middleton, baritone, on Sunday will make his third appearance on the Chase & Sanborn Hour.

Raymond Tompkins, after 88 programs of "Light on the News" for Gas & Electric Co. over WFBR, Baltimore, has signed off for the summer. He returns in September.

WICC, Bridgeport, notes: Don Ferdi and his ork vacationing after finishing at the Stratfield Hotel Rose Room... John Scott, after 10 years' broadcast in the metropolitan area on the "Happy Hour," takes over the WICC spot on Sundays with Rev. Edmond Hains... Ellen White, soprano, and a 40-voice Junior Choir of First Congregational Church of Greenwich present a program June 6 at 5:15 p.m.

Uncle Don of WOR, together with Bill Treadwell, writer and commentator, and the two children who won Uncle Don's recent American Citizen Contest, are back from Washington, where they were received at the White House by Mrs. Franklin D. Roosevelt.

John S. Young finished his sixth year as lecturer on radio orientation at New York University last week.

WNBC, New Britain, Conn., items: Shorty Hicks, formerly with Otto Gray and Ken Hackley's crowds, will soon be spotted regularly on WNBC; Larry, Johnnie, Billy and Walt continue their Saturday afternoon clam-bakes... Agawan Park race results are on a commercial basis through wire from WMAS... Herb Tilley is getting good mail response to his Sunday morning singing... Same for Hal Goodwin's early morning Melodic Reveille and Jack Lacey's man-in-the-street.

Milwaukee Broadcasting Co., operating WEMP, has amended its articles of incorporation increasing its stock from 100 to 300 shares of no par value stock.

WIS, Columbia, S. C., dedicated a minute of silence to the memory of Robert W. Cain, prominent local business man, who was killed in an auto accident.

Norbert Alexis, Notre Dame junior, has joined WBRY, New Haven, as announcer, replacing Lee Johnson, who took a leave of absence.

RADIO PERSONALITIES

No. 40 in the Series of Who's Who in the Industry

RICHARD MASON, General Manager of WPTF, Raleigh, Eastern Carolina's dominant station. Only 29 years old and one of radio's youngest executives. Has devoted past 10 years to promotion of WPTF and now can regard the station as one of the Tar Heel state's most prosperous and most popular. Gifted in almost every phase of the work, he has served as announcer, continuity writer, vocalist and production manager. Following this thorough apprenticeship, was promoted to the top office.



Encourages individual initiative among staff.

Worked with H. K. Carpenter, now of WHK in Cleveland, during station's pioneer days. Succeeded Carpenter as manager when Cleveland called him to the fold. Under Mason's direction, WPTF has increased its wattage to 5,000, constructed a new transmitter, won the endorsement of sponsors who remain on the air continuously for years, and rated so favorably nationally that few NBC commercials fail to be heard via its air-planes.

Is young, handsome, modest, enthusiastic, and in off-moments is devoted to two hobbies—

amateur movies and horses. Believes secret of his success and that of any executive is to assign definite tasks to staff members and allow each member to interpret those duties, applying individual initiative.

KANSAS CITY

ELLIS DE LONG, associated with WDAF some years ago, when he first entered radio, has rejoined the station as announcer.

Edward Aylshire of H. W. Kastor & Co., agency for Lambert Pharmaceutical Co., was a guest of WDAF for the premiere airing of the Fatty Lewis show being used for Listerine Brushless Shaving Cream.

V. S. Batton, assistant manager of WDAF, is on a two-week vacation in the Ozarks.

KMBC arranged a special broadcast from the Indianapolis Speedway for Marshall Auto Stores of K. C., with Paul Henning, whose brother built three cars for the race, at the mike.

Beulah Karney, KMBC home economist, will have a 45-minute inaugural program June 7 when The Happy Kitchen, participating program, goes before a visual audience in quarters now being enlarged by K. C. Power & Light Co.

Robert Caldwell of the WHB program department and Mrs. Caldwell have left on a two-week vacation to Mexico. Jack Grogan, WHB announcer, leaves Sunday for Chicago to spend his vacation.

Jim Simmons, KCMO program director, has returned from a vacation spent at Joplin, Mo.

In connection with a campaign being conducted by the Daily Kansan and the KCK Chamber of Commerce for first-run movies in that city, E. E. Horton, radio editor of the Daily Kansan and publicity director of KCKN, will take the air three times weekly.

SEATTLE

LOU CONNOR, local sportsman, is conducting a new "Sports Flashes" program over KOL on Thursdays.

"Know Your Neighbor" has been inaugurated over KVI by Tacoma Railway & Power Co. to promote better public and private relations.

Jim Wallace, chief engineer of KVI, was chairman at the Seattle-Tacoma Institute of Radio Engineers' clam-bake at the new KVI broadcasting station at Point Meyer on Vashon Island in Puget Sound.

OMAHA

Ray Olson, formerly with WNAX at Yankton, S. D., as an announcer and production manager, has joined the staff of WOW here, replacing Announcer Bill Baldwin, who has gone to WGN, Chicago.

Ray Suber, with Central States Broadcasting Co. the last five years in dramatic roles, has gone to WLW, Cincinnati.

Arthur H. Faust, dramatic director of KOIL, is vacationing in Hollywood.

Paul Hamman, formerly an advertising solicitor for The Omaha Bee-News, has joined the Central States Broadcasting Co. sales staff.

KMOX Aerial Broadcast

St. Louis—With the use of an "air-radio-car," mobile ground unit carrying two-way radio equipment, KMOX broadcast highlights from Lambert Field during the International Aerobatic Contests and St. Louis air races over the week-end. Josephine Halpin, KMOX commentator, and Harry Flannery, KMOX news man in charge, handled interviews.

Philadelphia

WFIL production staff adds Irene Harding, former NBC organist, to handle continuity.

Frank Wilson, baritone, appearing as soloist with the Morley Singers, heard Thursdays over WIP.

Taylor Grant has officially replaced Roger Griswold as observer for Bill Dyer at the baseball games aired by WCAU.

Newest WIP staff member to succumb to the bite of the love bug is Marian Black, recent addition to the program department. She will be married in October to Granville Klink, Jr., engineer at WDAS.

Arthur Hinett, KYW swing organist, has collaborated with Al Mimkon for a new tune, "One Little Tear." Ditty will be premiered this week on Hinett's NBC-red spot.

Teddy Fairfax, youthful Harmonica King, inaugurates a series of programs of jazz and ballad music over WTEL.

Chris Seiter, the "Lonesome Widow Delighter," as he was called on the old popular S. S. All In Fun participating show heard on local airlines, returns via WDAS with a daily spot for his comedy song interpretations.

Dorothy Guinan, secretary to Jeff Keene, managing editor of the Philadelphia Daily News, is doing a "Women's Page of the Air" stint as Janet Morris over WDAS daily.

Janet Lane, fashion and shopping authority for KYW, hangs on the same family tree as Benjamin Franklin, six generations removed.

Rhythm-Aires, program featuring the KYW orchestra under the direction of Jan Savitt, is being carried daily by the entire NBC red network.

Allen Kearney, WIP staff artist, who masters the ceremonies for the station's "Quakertown Varieties," begins an engagement at the Little Rathskeller, local niterie. Spot has a WIP wire, airing the music of Jack Griffin.

Bonnie Stuart, popular personality singer on KYW, who has been making big strides on the variety shows pumped by the station to NBC-red, has been given a program of her own on Tuesdays at 7:30 p.m.

Bob Street, WCAU general manager, is back at his office after a week in Chicago.

Billy James, pianist for the juvenile stars of the WCAU Children's Hour, has just completed several new songs that will shortly be published by one of the Broadway music houses.

Disk Children's Series

Springfield, Mass.—A series of children's programs on discs has been completed by Mrs. Olive Rice and Mrs. Charles Freeman. Bob White of WBZA here did the announcing. Transcribing was done by the Remy Recording Studios of Springfield. Mrs. Freeman is the wife of Charles Freeman, advertising manager of Springfield Fire & Marine Insurance Co.

Radio Daily special

Chicago Convention

editions will cover

the big NAB pow-wow

with characteristic

Radio Daily Service

---and by the way we

hope to see you there

MAJOR BOWES REGAINS CROSLLEY RATING LEAD

(Continued from Page 1)

was on a Sunday hour over the NBC-Red network.

Next to Major Bowes on the latest Crosley ratings is Jack Benny, followed by Fred Allen, Lux Radio Theater, Bing Crosby and Eddie Cantor.

FCC Appoints Kaufman For Segal-Smith Case

(Continued from Page 1)

attorney in the disbarment proceedings.

Segal and Smith last month were charged with misrepresenting themselves in applying for permission to practice before the FCC and other charges including organization of dummy broadcasting companies and tampering with FCC records. Up to last night neither Segal nor Smith had filed any brief or statement regarding why they should not be disbarred from practice before the FCC. They must file a reply before June 19.

Place Disked Film Previews

Boston—Scott Furriers Inc., Boston, Providence, Portland and Hartford, have started a series of 15-minute disked film previews of current features over one local station in each of these cities. Deal was handled by Kasper-Gordon Studios, Inc., Boston program producers and transcription house.

Scott will also use "Hollywood Spotlight," disks featuring Bob Burns, Phil Harris' orchestra, Three Radio Rogues, et al. This series also placed through Kasper-Gordon. Edwin Kasper is announcer and emcee.

Switch Macfadden Repeat

Macfadden Publications Inc., effective July 16, will shift the time period of the repeat broadcast to KDYL, KOA and the five Pacific coast stations to 11:30-12 midnight. Program, "True Story Court of Human Relations," is now heard on the NBC-Red network, Fridays, 9:30-10 p.m., with the repeat at 12:30-1 a.m.

Mason Joins Agency in Detroit

Detroit—William H. Mason has joined the local offices of the John B. Woodward, Inc., advertising agency.

ONE MINUTE INTERVIEW

CARL HOFF

"Every radio band leader should make at least one personal appearance a year if he intends to keep his hand on the public pulse. Too many leaders adopt one style and fail to note that changing times call for different styles. Fan mail is no conclusive proof of what the fans want. Many fans haven't time to write or else they just don't care to comment."

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:
No. 39 of a Series

KWK—St. Louis

1350 Kc.—5,000 Watts Day, 1,000 Watts Night

ROBERT THOMAS CONVEY, President
CLARENCE COSBY, General Manager

KWK, progressive St. Louis outlet for two networks, the National Broadcasting Company (Blue) and the Mutual Broadcasting System, is owned and operated by Thomas Patrick, Inc. KWK was founded on March 17, 1927, by the late Thomas Patrick Convey, and only recently observed its tenth anniversary, a decade of service to the St. Louis area.

Upon the death of Thomas Patrick Convey in 1934, his son stepped in at the helm of the rapidly rising station. Under the leadership of Robert Thomas Convey, KWK continued the progress and growth outlined for it by the far-sighted vision of the founder, who was one of the pioneers in the radio field, having conceived, built and headed KMOX, the Voice of St. Louis.

The studios of KWK occupy the entire ninth floor of Hotel Chase, in fashionable West End St. Louis. On Aug. 28, 1936, KWK's new transmitter was dedicated at Baden, near the city limits, five miles from the studio location. The installation of construction of the new Western Electric 5 kilowatt transmitter, new and modernistic building, and the latest type 390 foot Blaw Knox vertical radiator, forms sufficient evidence that KWK is truly in step with the trend of modern broadcasting.

KWK's staff is headed by Clarence Cosby, general manager; Jimmy Burke, chief engineer; Ray Dady, studio supervisor; Allen Anthony, chief announcer; John Conrad, director of public relations, and Sterling Harkins, program director.

NEW BUSINESS

San Francisco

KFRC: Lever Bros. (Lifebuoy), through Ruthrauff & Ryan, N. Y.; Dodge Bros., through Ruthrauff & Ryan; Nu-Made Mayonnaise, through Lord & Thomas, L. A.; Scholl Mfg. Co., through Donahue & Coe, N. Y.; Oregon State Highway Commission, through Botsford, Constantine & Gardner.

KYA: Hollywood Health & Beauty Publications, through Frank Cox & Staff; Crazy Wells Water Co.; Dr. J. C. Campbell, through Solly Barusch; Polytechnic College of Engineering; Anglo California National Bank; Oakland Speedway.

KGO: Chevrolet, through Campbell-Ewald Co.; Scholl Mfg. Co., through Donahue & Coe, Inc.; Interstate Co., through Drury Co.

WBT, Charlotte

Allis Chalmers All-Crop Harvester, through Bert Gittins Agency; Chevrolet, through Campbell-Ewald, Detroit; Castleberry's Food Co., through Groves-Keen Co., Atlanta.

WOOD-WASH, Grand Rapids

Dodge Bros., through Ruthrauff & Ryan; H. J. Heinz Co., through Maxon Inc.; Swift & Co., through Stack-Goble Agency; Walgreen Drug Stores; Michigan Brewing Co., through John L. Wierengo & Staff.

WMCA, New York

Chevrolet, World Broadcasting System disks renewal; Book Store of the Air, "The Messenger," through Wesley Associates.

WNEW, New York

Pacific Radio, Ted Webbe's Variety Show, through Scheer Adv'g Agency, Newark; Buno Co. Inc., "Make Believe Ballroom."

Chicago

WAAF: Puritan Mills (Py-O-My), Children's Cute Sayings with Zola Haynes and Eddie Simmons.

WGN: Walgreen Drug Co., time signals, through Dade B. Epstein.

WBBM: Refrigeration & Air Conditioning Institute of Chicago, new series, Crusaders novelty quartet, through Critchfield & Co.

KCKN, Kansas City, Kas.

Dodge Bros., Frank Morgan disks, through Ruthrauff & Ryan, N. Y.; Chevrolet "Musical Moments," renewal.

WOR, New York

Calo Products Co. (dog food), Oakland, Cal., disks "Dog News," through Emil Brisacher and Staff, San Francisco; Standard Air Conditioning Inc., Gabriel Heater, through Arthur Kudner Inc.; also renewals by American Gas Machine Co. and Alfred W. McCann Laboratories.

Kansas City

KXBY: Sears-Roebuck, King Motor, Willys Co., Fred Kahn Motor Co., Harzfelds department store, last four through Earle Bachman.

KCMO: Lambert Pharmacal Co., Listerine Brushless Shaving Cream test campaign, also 4-Way Cold Capsules, through H. W. Kastor & Sons.

WDAF: Wildwood Homes Inc.,

HEARST LOSES APPEAL IN WMAL STOCK SUIT

(Continued from Page 1)

shown the details were never worked out and some heirs withdrew their approval of the stock sale. Thus the Appellate Court held there never was a binding contract for the sale of the Leese estate interests and that a contract performance suit was out of order.

New Fast Air Service Available to NAB Meet

(Continued from Page 1)

the NAB convention in Chicago, June 20-23.

New non-stop fast service has been placed in effect between New York and Chicago, while two-stop service on a 12-hour basis is available from both Los Angeles and San Francisco. Thus NAB delegates can leave as late as the evening of June 19 and get to the opening convention ceremonies on time.

Special Mainliners also will be placed in service by United for groups and parties wishing to travel together.

show featuring Germain Haskin and Joseph Wildgens.

KOIL, Omaha

Union Pacific Stages, half-hour in Musical Clock.

WLBC, Muncie, Ind.

Pennzoil and Kuhner Packing Co.

WMAS, Springfield, Mass.

International Motor Car Co., West Springfield; Agawam Breeders and Racing Ass'n.

KFOX, Long Beach, Cal.

Chevrolet disks, renewal, through Campbell-Ewald Co.

KFRU, Columbia, Mo.

Missouri Westinghouse Refrigerator dealers, "The Westinghouse Party," thrice weekly.

WHN, New York

Technicians' Institute, through Winer Co. agency; Adam Hats, weekly boxing bouts.

1	9	3	7
SUN	MON	TUE	WED
4	5	6	7
10	11	12	13
17	18	19	20
24	25	26	27
31	28	29	30

June 3
Greetings from Radio Daily
to
Jan Pearce Hugh Studebaker
Joe Kelley Herman Larson
Joe Nash



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 82

NEW YORK, N. Y., FRIDAY, JUNE 4, 1937

FIVE CENTS

P&G Renews Eight NBC Programs

FIVE-YEAR LICENSE BILL OPPOSED IN FCC LETTER

By GEORGE W. MEHRTENS
RADIO DAILY Staff Correspondent
Washington—In a letter to the House Interstate Commerce Committee, the FCC has registered its definite opposition to Congressman Anderson's bill providing for five-year licensing period for broadcasting stations. "No legislation similar to that proposed in HR. 5038 has received approval of House or Senate committee," FCC states in letter signed by Chairman Anning S. Prall, "and the Commission has heretofore made no recommendation on the question. At present, the Commission has no authority to suspend licenses or impose penalties for violations of its

(Continued on Page 3)

Himber-Studebaker Show Is Set for Fall Return

The Studebaker show, which faded from the NBC network last Monday, will return to the air again next fall with the same program set-up. Richard Himber and his band have already been signed for the series that will be aired over either NBC or CBS, according to time available.

"Hit Parade" on NBC Renewed for Summer

American Tobacco Co. (Lucky Strike cigarettes) through Lord & Thomas has signed a 13 week renewal for the "Your Hit Parade" on 73 NBC-Red network stations, Wednesdays, 10-10:45 p.m., effective June 30. This completes the renewals contract on all Lucky Strike cigarette radio shows on CBS and NBC and scotches the reports that sponsor planned to curtail summer radio expenditures.

Radio Family

Chicago—The whole Crusinberry family is going radio. Jane writes "Story of Mary Marlin" for NBC. Jim, her husband, is sports editor at WBBM. Now daughter Patricia, Northwestern U. co-ed, and three friends have sold WIND a script about college life. The girls will play the leading parts, with airing to begin this month.

New Wrinkle

Chicago—Sach's store, sponsoring a Sunday amateur program over WENR, has started something new by paying for a band to entertain its studio audience in the lobby of the Merchandise Mart while waiting for opening of the studio doors.

Band plays numbers requested by the ticket holders, who sing them out.

LIGGETT-MYERS MOVING 2 SHOWS TO THE COAST

Liggett & Myers (Chesterfield cigarettes) will switch both the Wednesday and Friday broadcasts to the coast by the end of this month. The Friday program, now airing over a CBS hook-up of 79 stations, 8:30-9 p.m., with a repeat over 14 stations, 11:30 p.m.-12 mid., will keep the same band, Hal Kemp, but will drop Kay Thompson and her choir and will

(Continued on Page 3)

M. H. Peterson Resigns As Hearst Sales Mgr.

M. H. Peterson, sales manager of Hearst Radio Inc., has resigned. Curtis Wilson of the sales staff is filling the post temporarily. Peterson came to Hearst Radio shortly after it was formed in 1934. He was at one time radio director of Blackett-Sample-Hummert Inc., Chicago.

Resignation of Peterson gave new life to the Transamerican-Hearst tie-up which Emile Gough, Hearst vice-president, denied a few days ago.

Membership for Each Station Is Proposed for NAB By-Laws

Campana Reserves Time For Fall Variety Show

Chicago—Campana Corp. has reserved a half-hour on NBC-Blue at 8:30 p.m. Mondays starting Oct. 11 for new musical variety show, which will probably feature a commentator, comedian and orchestra. Cal Tinney, Eddy Duchin and Ruth Etting among names submitted.

Signs for 52-Week Renewals Effective June 28—Four Other NBC Shows Running Until June 25

RAYMER TO REPRESENT McCLATCHY STATIONS

Paul H. Raymer Co., effective August 15, becomes national station representative for the McClatchy chain in California. Stations comprising net are KFBK, Sacramento; KERN, Bakersfield; KWG, Stockton; KMJ, Fresno. Joseph McGillvra, in the east, and Walter Biddick, on the west coast, are currently representing the group.

Newscast Spot Demand Brings KGY Rate Boost

Olympia, Wash.—Demand for spots in newscasts of KGY recently forced a sharp rise in the station's rates to prevent overloading newscasts with commercials.

KGY pioneered the idea of financing newscasts with spots insofar as the Pacific Northwest is concerned. The station started its newscasts with spots intermingled with news in October, 1934. The idea clicked and within two months as high as 18 spots were sold for an evening 30-minute news period. From two-a-day the broadcasts were increased to three, a noon period being added to the original morning and evening.

From the puny Press-Radio report the station switched to Transradio

(Continued on Page 3)

Procter & Gamble Co., with the exception of the Women's Magazine of the air program on the NBC-Red Pacific network, the Barry Wood program on WJZ, WBZ-WBZA, and two "Vic and Sade" programs, one on WEA, WNAC, and WMAQ, and the other on the NBC-Red network Friday nights, has signed 52-week renewals for all other programs on NBC networks, effective June 28. The other four shows terminate on June 25.

Under the new contract the "Gospel" (Continued on Page 3)

CBS APRIL BILLINGS 46% ABOVE LAST YEAR

Although showing the usual slight seasonal drop from March and April, gross billing for CBS for the month of May totaled \$2,552,374, highest May in the network's history and 45.9 per cent above May, 1936. The total tops both January and February of this year.

Cumulative total for the five (Continued on Page 3)

Standard Brands Signs NBC-Blue Network Spot

Standard Brands Inc. has placed a 15 week contract with NBC for the coast to coast Blue network on Wednesdays, 9-9:30 p.m., beginning Sept. 22. Talent not selected for period as yet, nor has the product been disclosed. J. Walter Thompson Co. placed the account.

Midnight Pep

Seattle—Having in mind that most parties begin to languish at midnight, Announcer Allan Botzer of KOL staged a one-man show of perking up parties so that a social affair needing a spot of entertainment around the witching hour could have him as "life of the party" simply by dialing KOL.

By PRESCOTT DENNETT
RADIO DAILY Staff Correspondent
Washington—Among amendments to constitution and by-laws to be presented at the NAB convention in Chicago, June 20-23, is one providing that owners of more than one station must make application for membership of all stations owned, rather than carrying one membership for all stations.

"It has come to my attention," de-

(Continued on Page 3)



(Registered U.S. Patent Office)

Vol. 1, No. 82 Fri., June 4, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher
DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk and Verne Bailey, 6425 Hollywood Blvd. Phone Granite 6607. Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

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FINANCIAL

(Thursday, June 3)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	167	166 1/4	166 3/8	+ 7/8
Crosley Radio				
Gen. Electric	53 1/2	52 3/8	53 1/2	+ 5/8
North American	26 1/4	25 3/4	26	- 1/4
RCA Common	87 1/2	87 1/4	87 1/2	+ 1/8
RCA First Pfd.	68	67 3/4	67 3/4	- 1/2
RCA 55 Ffd. B.		(75 Bid)		
Stewart Warner	18 1/4	18	18 1/4	+ 1/4
Zenith Radio	33 1/8	33 1/8	33 1/8	

NEW YORK CURB EXCHANGE

Hazeltine Corp.			
Majestic			
Nat. Union Radio	17 1/8	17 1/8	17 1/8 - 1/8

OVER THE COUNTER

	Bid	Asked
CBS A	53 1/4	55 1/4
CBS B	52 3/8	54 1/4
Stromberg Carlson	13 3/4	14 3/4

Horswell Leaving WHBL

Sheboygan, Wis. — Bert Horswell, director of WHBL, has resigned, effective about the middle of this month, to accept another radio connection. Before coming here, Horswell served in various capacities at WTMJ, Milwaukee; WIBA and WISJ, Madison, and KWCR, Cedar Rapids.

Rose Marie in New Series

Rose Marie (formerly Baby Rose Marie) will be featured on the new Mutual network series originating in WOR Newark studios, Mondays 3-3:30 p.m. Fred Hillebrand will be master of ceremonies and Nat Brusiloff will conduct a 16-piece orchestra. Show is called "Spotlight," and will trot out various WOR talent on different shows.

MARTIN BLOCK'S "Make-Believe Ballroom"

A WNEW FEATURE
1250 Kc.

10 TO 11 A. M. □ 6 TO 7:30 P. M.

Expecting Big Turnout At Radio Parts Meeting

Chicago—A record turnout is expected here next week for the three-part conclave involving the annual convention of Radio Manufacturers Ass'n, annual National Radio Parts Manufacturing Trade Show and Institute of Radio Service Men, at Stevens Hotel. RMA meet runs June 8-9, and the trade show and service men's meet June 10-13.

Zenith Radio Planning Coast-to-Coast Series

Chicago—Zenith Radio Corp. plans a coast-to-coast series this fall to promote its 1938 line. Network and time not yet decided. Program will be a brand new idea in broadcasting, it is said, and may originate here. E. H. Brown agency is handling.

Leo Reisman to Spend Six Weeks Over There

Leo Reisman, the Schaefer Beer-WOR and Waldorf-Astoria maestro, who sails the latter part of the month for France, will spend six weeks between Paris and down by the Riviera. His principal mission abroad is to appear at the Paris Exposition.

Woollcott from Hospital

Last night's broadcast by Alexander Woollcott, "The Town Crier", on CBS, 7:30-7:45 p.m., was put on the air from Room 911 in Doctors' Hospital. Woollcott has been confined there for several days with bursitis of the shoulder. The bell ringing which usually opens the program had to be discontinued because it might awaken other patients. Granger pipe tobacco sponsors the quarter-hour.

Mueller Series to Recess

C. F. Mueller Co., Jersey City (macaroni) terminates its spring campaign tonight on seven NBC-Blue stations, but will return to the air Sept. 6 over the same stations at the same time.

Program will again feature Crosby Gaige in the "Kitchen Cavalcade" series. New series is signed for 13 weeks through Kenyon & Eckhardt Inc.

Whiteman Signs Golidaro

Chicago—Al Golidaro, New Orleans sax player, is the first to be signed by Paul Whiteman for the 110-instrument orchestra he plans to introduce in September. Also reported seeking Eddie Dunstetter. After playing a week at the Palace here, Whiteman returns to New York, thence to Texas expo.

CBS International Series

CBS will inaugurate a new series of international programs June 20 at 5 p.m., aired weekly to the entire CBS chain, Canadian outlets and Latin-American stations over CBS's new short wave transmitter W2XE.

Sponsor and Station Sharing Survey Cost

Probably for the first time in radio history, a prospective sponsor will share the cost of a 3,000 phone call survey when Macfadden Publications and WMCA make a joint research as to the audience held by "Good Will Hour," directed by John J. Anthony. Show is aired Sundays 10-11 p.m. and is the station's successor to "Good Will Court."

Survey on the program's audience will be done by Ross Federal and if it proves okay Macfadden will sponsor the show for one of the publications, tentatively True Story Magazine. According to WMCA, the program is drawing more audience and applicant mail than the late "Good Will Court" and is now averaging 600 to 700 letters per broadcast.

Top Orks Desert Frisco As Hotel Strike Lingers

San Francisco — With hotels here still rigidly strikebound by employees, the band situation is growing worse—if possible. Paul Pendarvis, waiting impatiently at Lake Merritt Hotel, Oakland, is ready to pack his grips at the drop of a baton. When and if he goes, there won't be any biggies left here.

Dick Gasparre, New York society maestro, who thought he had a contract with the Mark Hopkins starting June 2, arrived in town to learn differently. When things do open up, it is likely Freddie Nagel, Bob Saunders, Noel Thomas and Bill Vaughn may step into spots that pay their leaders more than \$200 a week.

Latest threat by strikers is to close Class B hotels and niteries.

All Studio Audiences Eliminated by WHBL

Sheboygan, Wis.—All studio audiences have been eliminated by WHBL. Visitors will be permitted to watch shows from studios not in use, however, hearing them via monitors. The audience problem became acute when demands for tickets to the Hog Hollow Meetin' Nights grew too rapidly. Rather than disappoint some listeners, station decided to admit none.

Alka-Seltzer Polish Series

Miles Laboratories Inc., Chicago (Alka-Seltzer) has signed for a quarter-hour Polish program, six days a week, on a three station hook-up (KFAB, New York; WELI, New Haven; WNBC, New Britain). Program is keyed out of New York and was placed by Wade Advertising Agency, Chicago, through Norman Furman Inc., New York.

Lenwood and Grey on NBC

Lucille Lenwood and Lanny Grey, song and patter team currently heard over WNEW, will do a special broadcast over the NBC-Red network Tuesday, 3:15-3:30 p.m. They have also been scheduled for appearances on the Fred Allen show. Ernest Cutting set the deals.

COMING and GOING

RALPH WONDERS is expected back from his mid-western trip early next week.

AL SHAYNE leaves today for a three-day engagement in Philadelphia and will return Monday.

HARRY LINK, head of the Irving Berlin music publishing company, flies to Boston today on business.

NADINE CONNER leaves for Hollywood today and will vacation there for a month, rejoining the Show Boat program July 8 on the Coast.

RAYMOND R. MORGAN, head of the Morgan agency on the Coast, has left Los Angeles on his periodical eastern trip to contact clients.

KAY KYSER'S Willys Surprise Party will be aired from Richmond, Va., over MBS on Sunday.

CAROL WEYMAN, NBC singer, will tour New England and the South during July and August, doing concert work.

PIETRO YON, organist, sails June 13 to visit his native Italy.

PHIL BAKER leaves for Hollywood the first week in July.

BIDU SAYAO, Brazilian opera singer, sails tomorrow for Buenos Aires.

EMANUEL ROSENBERG, executive vice-president of Transamerican Broadcasting & Television Corp., returned to his desk yesterday after a western trip.

SYLVESTER Q. CANNON, executive of KSL, Salt Lake City, is in New York.

BOB EDGE, WOR fishing expert, will accompany an expedition into the Gulf Stream tomorrow, remaining until Wednesday in effort to snare rare specimens. He will report the findings each night through Transradio Press.

GENE BUCK, president, and LOUIS D. FROELICH, Ascap counsel, returned yesterday from Lansing, where they talked before a joint session of the State legislature against the pending anti-Ascap measure.

ARTHUR DALY, NBC program director, sails for Bermuda tomorrow for a two-week holiday.

WNEW Wins Poll Honors

In a popularity poll conducted among 2,000 East Orange High School students, WNEW's "Make Believe Ballroom" was rated second best musical program on the air. Earl Harper was rated second best sports announcer, and WNEW came in third as favorite station.

Max Schmeling Cancelled

Max Schmeling, whose scheduled fight was called off last night, was supposed to have been heard over an NBC-Blue network at 8 p.m. Network officials insisted upon censoring the script before Schmeling went on the air. Schmeling refused to use the censored script and a standby orchestra was heard instead.

THE SONGBIRD OF THE SOUTH

KATE SMITH

A & P BANDWAGON

THURSDAYS

CBS NETWORK 8-9 P.M., E.S.T.

EXCL. MANAGEMENT TED COLLINS

EIGHT NBC PROGRAMS RENEWED BY P. & G.

(Continued from Page 1)

Singer" program (Edward MacHugh) will be heard in the east over the Blue network but in the west he will be aired over the Red network. Details as to time and stations have not been announced.

Renewals include: "Ma Perkins", "Vic and Sade", "Personal Column", "The O'Neills", "Story of Mary Marlin", "Pepper Young's Family", Jimmy Fidler and the "Guiding Light". Compton Advertising Inc., H. W. Kastor & Sons Advertising Co., Blackett-Sample-Hummert Inc., and Pedlar & Ryan Inc., share the P. & G. radio accounts.

VIEWPOINTS

Himber Says Exploitation Is Needed in Radio Field

"While radio as an industry likes to be classified in equal terms with any other phase of amusement enterprise, the sponsors and networks still have a great deal to learn from the stage, screen and outdoor fields of theatrical endeavor. The single item which appears to me to be lamentably deficient is 'exploitation,' which should call attention to and attract definite interest in important radio shows.

"The movie moguls spend very high percentages of the production cost of their 'stupendous' offerings on advertisements, advance material, and other means of bringing the attention of the public to the movies. Show-wise heads have always realized the value of publicity in connection with their presentations, and are in this respect in full confidence that the returns are in keeping with the costs of exploitation.

"A few of the wiser radio sponsors have adopted the procedure of screen and stage by advertising extensively throughout the country, centering the publicity on the broadcasting of their programs. After all, radio shouldn't be a hit or miss dial for school-boys and girls, it should be a tool in the hands of knowing listeners who must be shown in print where to find 'it.'" — RICHARD HIMBER.

BIRTHDAYS

1	9	3	7
SUN	MON	TUE	WED
4	5	6	7
10	11	12	13
16	17	18	19
22	23	24	25
28	29	30	31

June 4-5-6

Greetings from Radio Daily

to

Betty Ito Erno Rapee
Carlton E. Morse Marvin Kirsch

Herbert Petley Merle Pitt

Tony Cabooch

NEW PROGRAMS—IDEAS

WFBC "Parade of Progress"

Among programs that have built up a wide following over WFBC, Greenville, S. C., is the "Parade of Progress" disk feature, a salute program in which Goodrich Silvertown pays tribute to various civic and commercial interests of the city. Program is diversified from a musical standpoint, features prominent singers, George Hall's orchestra, and a guest vocal group. A representative from the firm or civic institution being saluted makes a brief address on the program.

Another show that draws a large studio audience, according to Program Director Frank Blair, is the county-wide Spelling Bee, produced in cooperation with city and county boards of education. Vanity Slipper Shop sponsors the program, with Prof. L. H. Swain of Furman University as spelling master.

Cultivating Girl Scouts

WLBC, Muncie, Ind., is building the younger generation of listeners among girls by developing a Girl

Newscast Spot Demand Brings KGY Rate Boost

(Continued from Page 1)

with 17-hour teletype service. Regularly scheduled flash periods, six-a-day, were added to the three half-hour newscasts.

In the latest move, two of these flash schedules have been extended to full 15-minute periods, taking their place with the earlier three as regular editions of the KGY News of the Air. Throughout the entire period the station has maintained in addition a 15-minute daily broadcast of Christian Science Monitor commentaries, entirely free from commercialism.

From the beginning extensive local news coverage along with wire news has been the outstanding feature of the main newscasts, being responsible for their popularity.

The two recently added editions, 7:30 a.m. and 9 p.m., are building up rapidly with new spots while an arbitrary limit of 10 commercials has been placed on the 9:30 a.m., 12:30 p.m. and 6:30 p.m. half-hour newscasts. The station also is experiencing frequent demand for spots on the flash periods at 11 a.m., 2:30, 4:30 and 10:30 p.m.

Two other daily sponsored features of the station feature "News for Women" at 10:30 a.m., with a feminine announcer, and a 15-minute sportscast at 7:15 each evening.

Sam L. Crawford, KGY's news editor, who compiled, edited and announced KGY's first commercial newscast on Oct. 10, 1934, is still doing the three daily half-hour newscasts, having passed the 2,500 mark in number of broadcasts early in May.

Scout program. Each week a Girl Scout troop is invited to hold a meeting in the studios. The meeting is broadcast, with pop, mom and the girls all getting a big kick out of the program.

"The Gossip Girls"

"The Gossip Girls" is the title of a new series on WELI, New Haven. Programs concern the struggles and successes of two optimistic shopgirls. The two new comedienettes are Ruth Small and Priscilla Towers, both of the Yale University Theater. Stewart Bosley is in charge of script.

Describing Local Taxes

Thomas G. Young, city tax collector of Baltimore, this week inaugurated a new series of programs, "Your Taxes," over WBAL, at 6:15 p.m. In the course of these programs, which will be heard every Tuesday at this same time, Young will explain how the city operates—the various departments and just how taxes are used to operate these departments.

Liggett-Myers Moving 2 Shows to the Coast

(Continued from Page 1)

star Alice Faye. Show has been devoted to light music, aimed at colleges.

The Wednesday airing, currently featuring Lily Pons with Andre Kostelanetz's orchestra, will switch to a lighter vein during the summer, with Miss Pons dropping from the series and Frank Parker set to replace. The change becomes effective June 30. Program is also heard over a CBS network of 93 stations, 9-9:30 p.m. Newell-Emmett has the account.

CBS April Billings 46% Above Last Year

(Continued from Page 1)

months of 1937 gives CBS \$12,318,505, an increase of 27.2 per cent over the same period a year ago.

"Pleasant Valley" Fading

Crown Overall show entitled "Pleasant Valley Frolics" fades from Mutual web on July 1. Program originates in WLW studios, Thursdays 7:45-8 p.m., and is heard on WOR, WGN, WLW and CKLW.

Horace Heidt Resuming

Horace Heidt and his orchestra will resume their Alemite programs Monday, 8-8:30 p.m., over CBS. During the band's vacation, Ted Weems and his orchestra have substituted.

Softball Games on WHBL

Sheboygan, Wis.—WHBL has set a series of softball games to be aired three nights a week, two games each night, with Jack Foster announcing.

FIVE-YEAR LICENSE BILL OPPOSED IN FCC LETTER

(Continued from Page 1)

rules. The only punitive action available is revocation, deletion through denial of a renewal of license or recourse to criminal proceedings." These measures, Prall points out, have been found to be severe in most instances of delinquency. Commission, however, he states, has been able to exercise a degree of control through consideration of application for renewal license every six months.

"The art of radio broadcasting is rapidly changing," Prall stated to the committee. "At a later date conditions in industry may become more stable. It is conceivable that adoption of the bill would tend to 'freeze' existing conditions. Adoption of five-year minimum license period would recognize in principle that allocation of frequencies has achieved proper equilibrium. It has been the experience of the Commission that changes in allocation of frequencies may be expeditiously accomplished under short term licenses."

Prall emphasized that power to suspend license for short periods or to assess penalty for violating rules is definitely associated with the problem presented by proposed legislation.

"The Commission may desire to suggest inclusion of such authority in proposed amendment," Prall concluded.

Separate Memberships Proposed for Stations

(Continued from Page 1)

clared Arthur B. Church of KMBC, Kansas City, in a letter to James W. Baldwin, managing director of NAB, "that certain owners of more than one broadcasting station have attempted to ride along in NAB carrying membership in only one station. This, I feel, might become a constantly increasing evil practice which I am sure neither such owners as referred to would, upon careful thought, wish to continue, nor members owning only one station would tolerate."

NAB officials said the necessary amendment would be submitted at the convention.

"BARON MUNCHAUSEN"

**JACK
PEARL**

RALEIGH and

KOOL CIGARETTES

WJZ-10 P. M. E.S.T.—Friday
NBC Network

Dir.: A. & S. LYONS, Inc.

AGENCIES

ERWIN, WASEY & CO., INC., has been appointed to handle the Borden's Farm Products radio production, "Special Edition," it is announced by John Dobson, advertising manager for Borden. John T. Adams will be account executive.

MONIE HELLINGER, formerly of WHN, takes over the position vacated by Billy Hillpot in the New York office of Lord & Thomas. Hellinger's appointment becomes effective immediately.

WALTER C. HELLMAN, until recently associate manager of the Philadelphia office of Erwin, Wasey & Co., has been placed in charge of the New York offices of the Philadelphia Advertising Co.

Signs Third Star Program

Star Radio Programs has sold its third program service to KCKN, Kansas City, Kas., with the addition of "Good Morning, Neighbor" to the station's schedule. "Morning Bulletin Board" and the Star Commercials were previously signed by KCKN, which used big newspaper advertising on the "Bulletin Board."

Latest to sign for the Star commercial announcement service are KGKB, Tyler, Tex., and WGRC, Louisville.

WLTH Airing Inventions

Gadgets and gimmicks will be the subject of serious discussion over WLTH tomorrow at 12:15, when a preview of the Inventors Congress, which opens in the Hotel Edison on June 7, is aired. Featured on this special broadcast from the WLTH Radio Theater Studios will be four or five inventors of national prominence, interviewed by Roy C. Burns, an official of National Inventors Congress.

F.T.C. CASES

In a stipulation with the Federal Trade Commission, Welch Grape Juice Co. has agreed to discontinue advertising inferentially or otherwise that Welch's Grape Juice is a cure for excess weight and that the product alone or in connection with any system of exercise and diet will enable one to control one's weight; that it protects one against anemia, will correct acidosis, and is the only grape juice that is certified as pure and pasteurized.

Borg-Warner Corp., Chicago, selling the Norge Rollator Refrigerator, has entered into a stipulation with the Federal Trade Commission agreeing to cease representing that tests of such refrigerators, conducted by Norge dealers, were all under the supervision of public officials; that the benefits and savings of a Norge refrigerator are as great during cold winter months as in summer, and that the mechanism of the Norge improves with use, unless such representation is limited to the three moving parts of the Rollator alone and does not refer to all the mechanism of the refrigerator.



● ● ● Everett Marshall has been signed to star with Rubinoff on the Chevrolet show when it returns to New York...No band has been signed for the Jell-O show...Jack Haley phoned Abe Lyman long-distance to conduct the Log Cabin show next fall...Peter Van Steeden replaces Al Goodman on "Hit Parade" July 3...Rudy Vallee, who closes at the Astor July 4 and then goes to Texas for two weeks at the Pan American, will start a two-day stand at Manhattan Beach tomorrow...(Baby) Rose Marie has been set for Chevy transcriptions...William Farmer and his crk, with Gloria Whitney chanting, will record the tunes from "Artists and Models" and "Broadway Melody" next week for Blue Bird...Farmer's theme song from the Sunken Gardens in Radio City will be—"Farmer in the Dell".

● ● ● Walter Framer (The Hollywood Show Shopper) and his wife, Nan Grayson (Cinema Lady) are producing 30 programs weekly over Pittsburgh stations, which isn't a bad record for a couple of free-lancers...Miss Grayson does six shows herself...Among shows handled by this prolific pair are: Pittsburgh Backstage and Men on the Street via WCAE, Blessed Eventer, Footlights and Sawdust, Curbstone Cash, Kiddie Show, Community Songfest and Cinema Lady via WWSW, and Hollywood Show Shopper on KDKA...Incidentally, Framer was responsible for the "pet peeves of Pittsburghers" airing over WCAE recently...Friendly rivalry between Russ Winnie and Charlie Nevada, handlers of two separate sport flashes via WTMJ, Milwaukee, amounts to a little Alphonse-Gaston act...Neither wants to step on the other's toes in the matter of guests on their shows...Charlie calls Russ and says he's got the boxing commissioner "for my show, if you don't mind", which prompts Russ to remark that it's oke with him, since he plans to have Joe Louis on HIS show—and will Charlie lay off—"if you don't mind!"

● ● ● Kay Thompson and her choir fade from Chesterfield after the June 25 airing and Hal Kemp will leave for the coast to carry on from there—with Frank Parker starting the first or second week in July...Jack Osterman's "click" the other night on Broadway, was really "a star REbcn" with Bob Goldstein and other radio execs hoping that Jack will be ready for a network show shortly...Lucille Linwood and Lanny Grey, two youngsters who started with Alan Courtney on WNEW, replace the "Airbreaks" on NBC today...Songplugger Johnny Green, former pugilist, took Lou Ambers, lightweight champ, on an inspection tour of NBC the other day introducing the fighter to various people, who made a fuss over the batter...Ambers was introduced to Bill Young of the production dept., who, after Lou turned his back, asked a neighbor, "what FIRM is he with?"

● ● ● Capt. Roy A. Goode, former flying ace in the war and flicker stunt man, visited Columbia, Mo., and KFRU with his Devil Drivers' Thrill Show. George Guyan of the station, wanted to air-interview Roy and decided it would be better if he went up in the air first...Captain Goode took George up and flew him through a burning hoop. When they landed and were ready for the interview—something happened—and George was being cross-examined by the flyer on how it felt to get stunt-flown...WWJ, Detroit, aired Dr. George W. Carver, famed Negro scientist of Tuskegee Institute, during a special program devoted to the progress of science...WGY, Schenectady, kept a skeleton crew pumping kilowatts into the air, while everyone went out to a picnic entertaining George McElrath, ass't chief engineer of NBC. At the soft ball game, Manager Kolin Hager, excelled as a pitcher and Ralph Nordberg did all right for the opposing team.

PROMOTION

Combine Entertainment, Culture

As the call letters so conveniently indicate, KUOA, Siloam Springs, Ark., has as one of its goals the ideal of becoming the "University of the Air." In general the advertiser has a subzero opinion of such a station, and realizing this, KUOA knew it must keep its listeners to show the advertisers that such an educational station is worth advertising money. The education just couldn't go "high-brow." From another angle educational stations in general operating with no eye to revenue have degenerated to sloppy schedules, poor equipment, limited service, and bone dry programming. This was an extreme to be avoided.

KUOA believes its represents a distinct movement combining deliberate commercialization and education. Such a program of development makes it necessary for the educational programs to be of entertainment value as well as cultural. Commercial programs require strict adherence to public demand and program interest.

The station has equipped itself with a 5 kw. transmitter of latest design, a 450 foot antenna, and entirely new speech equipment. There is no composite equipment from microphone to antenna. This in itself is a departure, because education in radio and composite equipment in radio are practically synonymous.

KVOR Summer Piece

A folder pointing out the extra summer spending power to be found in its area has been put out by KVOR, Colorado Springs. "When It's Playtime in the Rockies" is the title.

Duke University's sixth consecutive season of carillon recitals will be inaugurated over WDNC Sunday afternoon at 4:30 p.m. with Anton Brees, celebrated carillonneur, again featured in the summer series. The unit comprises 50 perfectly tuned bells placed high in the University Chapel. Its range covers just over 4 chromatic octaves, the bells weighing from 10 to 11,200 pounds each, and having diameters from 8 inches to 6 feet 9 inches.

WTMJ 10th Anniversary

As the first step in a big splurge on its tenth anniversary celebration next month, WTMJ, Milwaukee, launched a promotion drive in the Milwaukee Journal. Promotion takes the form of one column ads three times weekly, written in breezy, gossipy style and called "Inside Dope on WTMJ". Ads are designed to whip up public interest in station's new equipment.

Contest by Power Co.

Missouri Power & Light Co., sponsoring "Adventures in Electricity" over KFRU, Columbia, Mo., has started a \$500 contest of the completion type, ending June 19.

WITH THE ★ WOMEN ★

By ADELE ALLERHAND

EVE ARDEN, terpsichorean who won sartorial honors, will audition for a fashion column of the air within the next few days.....Benay Venuta's reply was NO to proposition that she head an orchestra and conduct it.... Peg La Centra's not superstitious or anything, but she refuses to be weaned away from a dilapidated two-dollar bill which brings her good luck or something.... Patti Chapin solves the hot weather problem by brandishing a small fan whenever necessary.....Helen Gleason, the lass who warbles, reported pleased to have Helen Gleason, the filly who'll canter in the 1939 Kentucky Derby, named for her by owner Capt. Jefferson V. Cohn....The Kay Thompson bevy boasts only one New Yorker, Bee Wain....The other dozen gals all hail from western places, with emphasis on Texas and Oklahoma....

Screenland's featuring a series of NBC stars as clothes models, in early numbers, with Jean Dickenson heading the list.....WNEW's Sammy Spergle, electric guitarist, is kept busy looking at and listening to himself these days....He's in the currently popular flicker "Hit Parade"....Songbird Vivian Della Chiesa has affixed her signature to a piece of paper providing for a second season with the Chi City Opera Co....Muriel Draper inaugurates a series of sophisticated interludes on "It's a Woman's World" on Tuesday....Renee Long begins today to improve the gals along sartorial and cosmetic lines through her analyses over WJZ....Anna Lindsay of NBC news and special events dept. is Europe-bound for vac reasons....

Patricia Cook, WICC one-gal show, shifts her schedule to a 7:45 p.m. spot tomorrow....The Cook lass satirizes the young matron in something significantly titled "Angel Child", which inaugurates a new series debuting tomorrow..... Mabel Besthoff of that station, whose extra-etheral occupation is running the Brookfield Tavern, switches back to a 5:30 p.m. period Thursday afternoons.... A chariot of standard make but 1930 vintage deposits Mrs. Peter H. Meize at the WNBC continuity dept. entrance every day, having carried her all the way from her home at Lake Besick in Middlefield....Doris Peck, that station's swing-song girl, has concluded her beauty shoppe commercials over WTIC....



Freddie Mack

A young fellow with plenty of bright ideas, originality, individuality and a personable manner is this chap Freddie Mack, maestro and emcee. Caught yesterday at 3 p.m. over WABC-CBS, he served a musical course which, though sub-titled for young ideas, is a treat for the elders as well. Mack doesn't just grind out music, but sort of tells stories via musical arrangements. A cavalcade of the Roosevelt regime, starting with his election in 1932 and depicting the highlight events of succeeding years, was the outstanding item on yesterday's bill.

Dragonette-Kullmann

Although "The Only Girl," presented Wednesday night over WABC-CBS in the Palmolive musical series, was another popular operetta that suffered somewhat by being cut down to half-hour size, the work of the principals, Jessica Dragonette and Charles Kullmann, was enjoyable as usual. Miss Dragonette and Kullmann have developed into one of the

most likeable romantic duets on the air. Kullmann has more dramatic flexibility than most good male singers possess, and consequently can act as well as sing a part.

"Hit Parade"

Mark Warnow injected a new style in this program of straight dance tunes Wednesday night. His arrangement of the Bolero was one of the best heard on the networks as played by any orchestra. In addition to the "Hit Parade" winners, Warnow has been featuring distinctive arrangements of the semi-classical favorites during his current run on the show. Warnow has proved to be the best outfit yet employed by the cigarette makers.

NBC Minstrels

Gene Arnold's minstrel show over the NBC-Blue on Wednesday night was one of the best to date in the new series. The way that baritone sang "Lonesome Road" was the program's highlight.

ORCHESTRAS - MUSIC

FLETCHER HENDERSON brings his band to the Grand Terrace, Chi, June 10.

Shep Fields and ork have signed with the Surfside Club, Atlantic Beach, for a six-week period, exclusive of Sunday nights. Fields retains the right to take his boys to Radio City for their Woodbury commercial.

Witmark has added Solly Cohen to its professional staff.

Maestro Vincent Travers inaugurated his 18th month at the world's largest theater-restaurant when he launched the June 1 evening performance by raising his baton at the French Casino Folies. His current contract runs until Sept. 1.

KFOR picked up both Kay Kyser and Henry Busse orks when the pair played the Turnpike Casino, Lincoln, Neb. Kyser set the Casino's record for attendance and Busse came in second. J. B. Lake handled the mike for the ether link.

Edwin Gershefski's modern orchestral composition, "Test-Tubes", recently introduced in a Music Week concert by the Bridgeport Symphony Orchestra, was a feature of a broadcast by the orchestra Wednesday over WICC. The composition, in three movements, portrays a mechanized description of a modern laboratory.

"Happy Birthday to Love" is the moniker of Norwalk's Stanley Jose-

loff's first popular ditty under the Billy Rose aegis. It's being composed specifically for the new Rose "Aquacade" at the Cleveland Great Lakes Exposition.

Dave Blum is delegated to fill the vacancy as Chappel's music representative in Philadelphia.

Johnny Bolden's band, from the Roseland Cafe, Philly, is the newest to join the WDAS remote dance parade heard nightly.

Macklin Marrow, American conductor who batoned the series of Continental Concerts in New York the past season, will conduct the NBC Concert Orchestra in a broadcast on June 19, at 6:35-7 p.m., over the NBC-Blue network.

Anson Weeks takes over Ted Weems' spot on Sunday on the Mutual "Varady of Vienna" broadcast. Weems opens at the Claridge Hotel, Memphis, tomorrow for a fortnight. Following Sunday Bernie Cummins will do the broadcast. Cummins opens the Edgewater Beach beachwalk June 12, with a CBS line.

Griff Williams takes over the Chi Aragon ballroom on Saturday, with a Mutual wire.

Bill Carlsen and the Milwaukee band he batons will open at the Chi Trianon on Saturday, with a Mutual wire.

NEW PATENTS

Radio and Television

Compiled by

John B. Brady, Attorney

Washington, D. C.

2,081,904—Sound Transmission and Reproduction. Lindsay M. Applegate, Seattle, Wash., assignor, by mesne assignments, to Collins Radio Co.

2,081,914—Electrostatic Condenser. Jennings B. Dow, Washington.

2,081,942—Cathode Ray Tube. Harry R. Lubcke, Los Angeles.

2,081,987—Electrical Control System. John W. Dawson, East McKeesport, Pa., assignor to Westinghouse Electric & Mfg. Co.

2,082,036—Translating Apparatus. Peter E. Stogoff, Wilkesburg, Pa., assignor to Westinghouse Electric & Mfg. Co.

2,082,042—Radio System. Irving Wolff, Merchantville, N. J., assignor to RCA.

2,082,093—Television System. Alda V. Bedford, Collingswood, N. J., assignor to RCA.

2,082,096—Radio Transmission System. George H. Brown, Haddonfield, N. J., assignor to RCA.

2,082,120—Electron Discharge Device. Victor L. Ronci, Brooklyn, assignor to Bell Telephone.

2,082,123—Circuit Control Arrangements. Arthur L. Samuel, Orange, N. J., assignor to Bell Telephone Laboratories, Inc.

2,082,165—Gaseous Discharge Rectifier. James D. Le Van, Belmont, Mass., assignor to Raytheon Production Corp.

2,082,187—Radio Receiving Apparatus. Sydney A. Stevens, London, England, assignor by mesne assignments to Union Switch & Signal Co.

2,082,268—Getter Cartridge. Samuel H. Varian, San Francisco, assignor to Farnsworth Television, Inc.

2,082,317—Electrical Apparatus. Alfred W. Barber, Flushing, N. Y.

2,082,327—Current Generator and Converter. Allen B. Du Mont, Upper Montclair, N. J., assignor to Allen B. Du Mont Laboratories, Inc.

2,082,339—Television System. Herbert E. Ives, Montclair, N. J., assignor to Bell Telephone Laboratories, Inc.

2,082,347—Radio Direction System. August Leib and Hans Scharlau, Berlin, Germany, assignors to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,082,472—Oscillation Generator. Harry Tunick, Rye, N. Y., assignor to RCA.

2,082,478—Electric Wave Reception. George L. Beers, East Pittsburgh, Pa., assignor to Westinghouse Electric & Mfg. Co.

2,082,492—Modulation Measurement. Henri Grumel, Paris, France, assignor to Compagnie Generale de Telegraphie Sans Fil.

2,082,517—Thermionic Valve Amplifier. Noel M. Rust and Francis M. G. Murphy, Chelmsford, England, assignors to RCA.

2,082,587—High Frequency Circuit. Herbert E. Mienema, Chicago, Ill., assignor to Johnson Laboratories, Inc.

2,082,595—Inductive Tuning System. Wladimir J. Polydoroff, Chicago, Ill., assignor to Johnson Laboratories, Inc.

2,082,602—Thermionic Cathode. Harry C. Steiner, Scotia, and Orrin W. Livingston, Schenectady, assignors to General Electric Co.

2,082,627—Feedback Amplifying Circuit for Light Sensitive Devices. Raymond R. Haugh, Chicago, assignor to General Electric Co.

2,082,638—Electrical Discharge Device. Kenneth H. Kingdon, Schenectady, N. Y., assignor to General Electric Co.

2,082,644—Electric Valve Translating Circuit. Harold W. Lord, Schenectady, assignor to General Electric Co.

2,082,651—Electric Discharge Apparatus. Otis W. Pike and Thomas A. Elder, Schenectady, assignors to General Electric Co.

2,082,767—Radio Receiving System. Winfield R. Koch, Wilkesburg, Pa., assignor to Westinghouse Electric Mfg. & Co.

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M. LEWIS GOODKIND, radio service manager and publicity director of Lord & Thomas, Chicago, has resigned. After a vacation, he expects to launch a new radio enterprise here Aug. 1. Miss Holly Shively will handle publicity. Service manager job has not yet been filled.

Trans-American Broadcasting and Television Corp. expects to add a writing and production unit here shortly.

Alice Green, copy writer for Tom Fizdale, has retired to housekeeping for husband Ben Green, local publicist.

Russ Hodges, WIND, Gary, sportscaster, has moved into Chicago. He had to come in every day anyway for his baseball broadcasts from local ball parks.

Mercedes McCambridge, who plays lead in NBC's "Guiding Light," was graduated from Mundelein college this week.

Billy Spears, who used to broadcast "Speed Buggy Trips" for Stewart-Warner, has been appointed regional sales manager for Highway Tours, Inc.

Sympathy being extended to Maxine Garner (Nelson), free lance radio actress, on death of mother.

Announcer Norman Ross has set up a writing, production and program development agency in Merchandise Mart. Staff includes Jesse Alexander, Ralph Andre and Elizabeth Onderdonk.

Skyland Scotty's (Wiseman) new song "I'm in the Dog House Now" gets a coast to coast airing on Alka Seltzer National Barn Dance tomorrow.

Chicago Roosevelt Steamship Co., operating lake steamers from June to September, is considering a radio campaign. Used WBBM last season with a man-on-the-boat interview program.

Socony-Vaccum making plans for football broadcasts in fall on WBBM if suitable schedule can be arranged.

Gene McDonald, president of Zenith Radio Corp., to Sioux City, Ia., on business.

Fayette Krum, author of NBC's "Girl Alone," will gather local color when she takes over job as reporter and columnist on the Pontiac, Ill., Daily Leader for a month starting Monday. Pontiac is her home town.

Mary Jane Walsh, songstress who started out with Ted Weems and later joined Seymour Simon's band, is getting rave notices in London.

Jane Crusinberry, who pens "Mary Marlin," departing June 10 for a vacation at Mamaroneck.

Jack Holden almost burned at the microphone the other evening while announcing Uncle Ezra. It was a lighted cigaret in his coat pocket.

Samuel Insull, general manager of the Affiliated Broadcasting system which folded last fall, in court for

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:
No. 39 in a Series

WTAR—Norfolk

780 Kilocycles—1,000 Watts Unlimited.

CAMPBELL ARNOUX, General Manager

ESTABLISHED in 1922 by The Reliance Electric Co., WTAR has grown a hundred-fold from its original 10 watts of 15 years ago. Surviving a number of stations that have come and gone in the Tidewater territory in the past years, WTAR today is the only station carrying complete NBC red and blue service to its area.

Under the guidance of Campbell Arnoux, who was appointed general manager in 1934, WTAR has increased its operating schedule to 17½ hours daily.

Just completed are the new transmitting facilities in Glen Rock, Princess Anne County, embodying new directional antenna, which delivers a signal equivalent to 4000 watts in the station's service area.

Studios and offices are in the National Bank of Commerce Building at Norfolk, approximately four miles from the transmitter.

While commercial programs headline the WTAR program listings, particular interest is shown in the many public service features the station presents locally. Included among them are the "Do You Need a Job" programs, "Education in the Air," "The Tidewater Tourist," "The Voice of the Weather" and complete weather and shipping reports, of great value to the shipping center of Norfolk.

Situated near a favorite summer playground, Virginia Beach, network listeners have heard many of their favorite bands through the facilities of WTAR, as well as the Hampton Institute Singers for the past three winter seasons.

Owned and operated by the Ledger-Dispatch and Virginian-Pilot, Norfolk's two daily newspapers, WTAR keeps its listeners informed as to last minute news happenings seven days a week, in four news broadcasts daily, supplemented by two popular commentators from the papers.

Campbell Arnoux is general manager; Jack Light, assistant manager, and J. L. Grether, chief engineer. WTAR is represented by Edward Petry & Co.

BOSTON

"Mac and Moore," on WBZ-WBZA daily for the past 13 weeks for Packard Paint & Varnish, have been signed by a new sponsor, Ice Manufacturers of Massachusetts. Will follow same schedule for 13 weeks, every week-day morning on WBZ-WBZA at 8:15. "Mac and Moore" are Carl Moore and Malcolm McCormick. Account handled by Dowd-Ostreicher.

Arthur Edes, WEEI program director, on vacation trip to Mexico. Will stop off at Havana.

Jack Marchand and his orchestra open summer season on Ritz Carlton roof. WEEI will make a nightly pick-up.

Ice, Inc., is sponsoring a Radio Almanac over WJAR, Providence. Program will be on six mornings weekly at 7:45 starting Monday. Southern Abbott will announce the Almanac, which is written by Roger Wheeler of WEEI. Deal was made by Dowd-Ostreicher Advertising of Boston.

testimony in a deposition being taken because of his advanced age and likelihood that suit involved would not come to trial for some time.

Nancy Nelson, lately with Kay Kyser's orchestra, not working for several weeks because of grave illness of her mother. She is constantly at her side at Woodlawn hospital.

C. L. Menser of NBC handling production of "First Nighter" just returned here. Fred Ibbett, who looked after it in Hollywood for Aubrey, Moore & Wallace, remains west for several weeks.

SAN FRANCISCO

A new series, "Big Brother," dealing with activities of the Big Brother Bureau here, is being presented Thursdays over the NBC-Blue Pacific Coast network. Chief of Police William J. Quinn is featured as narrator. David Drummond is writing the scripts.

Roland P. Wendt, formerly associated with Botsford, Constantine & Gardner agency, now representing Hearst stations outside of California as well as Orange network.

Don Steele, KYA Orange net songster, has opened an engagement at the Greenwich Village nite spot. Lyle Daniels and Norman Hawes make up the rest of the swingy trio.

Bud Chamberlin now on Hearst payroll doing announcing in KYA's Oakland studio.

KYA was off the ether lanes nine hours Tuesday, when the water cooling system at the new transmitter broke down. A plane had to fly to L. A. and back for the broken part.

Ray Perkins in New Series

First of a new series of summer shows over WOR-Mutual, featuring Ray Perkins, premieres June 20, to be heard Sundays 9-10 p.m. thereafter. Perkins will be assisted by Joe Browning, vaudevillian and material writer, making his radio debut. Sid Gary, Willard Amison, Helene Daniels, the Key Men and the Embassy Trio will be heard from time to time.



DON CLARK, who wrote and produced the Leslie Howard program for Heinz, and more recently writer and producer on the California Hour (chain store program to fight legislation), is the new program director for the Earl C. Anthony stations, KFI and KECA. He takes the place of Glen R. Dolberg, who has been with the stations for the past seven years. Clark started in radio at WGY in Rochester in 1925, and has been writer, producer and manager for some of the big eastern shows and stations.

Johnny Green, who takes over the Packard show for the summer, has opened a suite of offices near NBC studios, taken on two new arrangers to cope with the heavier work of an hour's music show.

Francia White has held up plans for her Eastern trip, screen testing for a part in a screen version of an opera reported under consideration by one of the major studios.

Raymond R. Morgan, head of the Morgan agency, left for the East on his periodical client contacting trip.

Bert Gottschalk and Mrs. Gottschalk, Elektro Vox recordings, left their air checking to the staff technicians over the holiday weekend and took their first vacation in a long time over Memorial Day. Saw the Golden Gate Bridge and San Francisco Fiesta.

Hal Bock, NBC publicity chief for Hollywood, back at his desk after two weeks vacationing in Arizona and San Francisco.

Sol Lesser, Principal Productions, has just bought screen rights to "Katzen Musik," European best seller which has been translated into 19 foreign languages, for Bobby Breen's next story, to be screened under title, "Lucky Star." Marion Claire, Basil Rathbone and Henry Armetta in supporting cast.

KMTR starts Sunday with "The Mormon Church" program, featuring 40-voice choir, half hour Sunday afternoons.

Standard Radio chartered a yacht to bring Dick Jergens and his entire band over from Catalina Island to do a series of 16 tunes for the library service. Don Allen, assistant to Jerry King, flew over, made arrangements, flew back, chartered the yacht, and on Wednesday, worked the gang in the RCA studios, rushed them by bus and yacht, to get back for their nightly dance engagement and broadcast that night.

June Bug Bites NBC

John Baxter of the NBC Artists Service will be married to Patrice J. McCormick of J. Walter Thompson Co. tomorrow.

George Sax of the same department marches to the altar with Eleanor Chascione on June 13.

Gerard Wolke, assistant head of the guest relations department, recently married Eloise Dawson.

STATION-STUDIO
and
TRANSMITTER

EQUIPMENT

NEW DEVICES
and
IMPROVEMENTS

Latest Technical Developments and Activities in Radio and Television

WBBM Engineers Build Portable Transmitter

Chicago — WBBM engineers Joe Novy and Bill Fligel have constructed an experimental ultra short wave rebroadcast transmitter to operate on the 30-40 megacycle or eight meter band. Contained entirely in one suitcase weighing less than 40 pounds, the station, W-10-XAL, will have 20 watts output, nearly 10 times as powerful as the average pack transmitter used for special events broadcasts.

Capable of operation for six hours from two ordinary automobile storage batteries, the transmitter may be installed in an automobile, boat or airplane in less than five minutes when used for emergency "spot news" broadcasts.

Frank B. Falknor, WBBM's chief engineer, selected the suitcase type transmitter in preference to a mobile unit or short wave truck because its portability made it adaptable to all rebroadcast conditions and permitted its use in many spots not rapidly accessible to automobiles.

WTMJ Engineers Busy

Milwaukee — Sandwiched in between work on the new 400-foot tower, the short-wave truck and the new 5000 watt transmitter, WTMJ engineers are finding time to construct two new experimental transmitters. Actually W9XAJ is a rebuilding job. Refurbished, it will operate at 50 watts on 31 to 41 megacycles. Entirely new will be WAHB, also a 50-watter, tuned to 20000 kilocycles. These two units will handle the ultra-high and medium-low relay broadcasts on the new truck.

'Gadget' Gellerup

Milwaukee—When Dan Gellerup was in the navy, his shipmates called him "Gadget" because he was always taking his transmitter apart and adding new gadgets to it. As WTMJ's technical supervisor, Dan recalls his navy nickname with a doleful smile, and says, "If my buddies could only see me now!" He is supervising WTMJ's intensive improvement program which includes installation of new tower, truck, volume limiter, planning for new transmitters, rebuilding four relay transmitters and general modernization of studio and power equipment. These days Dan sometimes gives the impression of a man jumping on his horse and riding off in all directions.

Two Big Events by Television

London—Success of outdoor television here has induced sponsors to arrange for the first broadcasts in history of this summer's Henley Regatta on June 30 and the Wimbledon Tennis Tournament, June 21.

England's highest salaried star, Gracie Fields, recently made her first television appearance from Alexandra Palace and scored a big hit.

Latest tabulation by the BBC on the number of persons who viewed the Coronation broadcasts indicate that the number was more than 60,000, and that the pictures were sent as far as 63 miles from the transmitter.

Repair WDBJ Damage Caused by Thunderstorm

Roanoke, Va.—During a severe thunder storm recently, lightning struck the 312-foot vertical radiator of WDBJ. The flash found its way into the concentric transmission line and melted the inside copper tube and brazed it to the outer copper tubes thereby causing a short which put the station off the air.

This happened at 7:05 p.m. The storm continued in such intensity that it was not possible to approach the tower to start investigation until about 8 o'clock. After numerous tests, the trouble was discovered, and it was necessary to build an over-head transmission line 550 feet long before the station could get back on the air. A crew of mechanics and engineers worked all night erecting the temporary line, adjusting and tuning, in order to get the transmitter on the air at 8 o'clock next morning.

The four hours and 55 minutes that WDBJ was off the air was the longest loss of time ever experienced by the station. Exact location of the trouble in the transmission line was determined by special test instruments and was found to be about 10 feet from the foot of the tower. Replacement parts were ordered and the transmission line was repaired and put back into service. During the time repairs were being effected, the temporary over-head transmission line was used.

New Tuning Discovery

Chicago—Stewart-Warner has developed an entirely new type of tuning equipment for receivers which will be publicly demonstrated for first time at annual distributors and dealers convention here early in July. F. A. Hiter, vice-president, has announced. Engineers in charge of the development state that it will not only make possible greater selectivity but will eliminate the fuzziness often accompanying reception based on ear tuning and will enable listeners to find desired stations instantly.

Two New WBBM Studios Are Nearing Completion

Second major unit in the new \$300,000 WBBM-CBS Chicago studio and office plant will be completed and in service by June 15 under final plans announced by Frank Moore, CBS New York supervising architect, who has been in charge of the Chicago construction for the past three months. Majority of the remodeling program was completed last November, when an entire floor of offices and studios and the 300 seat WBBM Air Theater auditorium were opened in the Wrigley building.

The second unit includes two large orchestra-dramatic studios and a large artists' reception "green room" located adjacent to the audience theater on the first floor of the Wrigley building. Studio No. 1, 26 feet by 43 feet, will house the most elaborate network dramatic and musical productions not using the audience theater, studio No. 10. Studio No. 2, 18 x 31 feet, slightly smaller, includes a small observation booth.

Both studios will be a refinement of Columbia's "live-end, dead-end" type of acoustical construction, featured throughout the CBS New York, Chicago, and Hollywood studios. Unusual modern decorative treatment includes surfacing walls with rubber tile, and liberal use of wood panelling, aluminum, and large panels of bright colors.

Station Improvements

Altoona, Pa.—WFBG has applied to FCC for license covering construction of new transmitter and vertical antenna.

Texarkana, Tex.—License to cover CP for changes in equipment and increase in power has been asked by KCMC.

Colorado Springs, Colo.—KVOR has asked the FCC for CP covering new transmitter.

Bismarck, N. D.—KFYR has been granted CP for move of transmitter, changes, in equipment and installation of vertical radiator.

Ketchikan, Alaska—Granted mod. of CP covering authority to change

Mallory Puts Out New Six Volt Power Supplies

Indianapolis — To provide portable power for radio transmitters, P. A. equipment and similar apparatus, P. R. Mallory & Co. Inc. has introduced a line of six volt power supplies, called Vibrapacks, which are designed to give dependable service in heavy duty applications.

The two high voltage models of Vibrapacks have a maximum rated output of 300 volts 100 m.a. of easily filtered, rectified D. C. with three lower voltages of 275, 250 and 225 volts instantly available at the turn of a convenient tap switch. The variable voltage is obtained by means of taps on the transformer windings so that maximum efficiency is always obtained.

The lower voltage models of the Vibrapacks deliver 200, 175, 150 and 125 volts output and are ideal for converting 110 volt A. C. receivers for 6 volt battery operation.

Mallory Vibrapacks are manufactured in both synchronous or self-rectifying types, and in interrupter or tube rectifying types; the latter being required only when B- can not be at ground potential. All Vibrapacks are supplied complete with long-life vibrators, designed specially for this particular application.

Mallory-Yaxley distributors have an interesting free circular on this device.

KFAB-KFOR Air-Cooled

Lincoln — Comfort came to the workers in studios of KFAB-KFOR this week when an air conditioning unit was installed. All announcer cubbyholes, transcription rooms, and the master control rooms will be fed the chilled air.

transmitter site, install vertical radiator and new equipment, and decreasing day power to 1 kw.

Middlesboro, Ky. — WLMU has been granted mod. of CP to make changes in equipment and increase power to 100 watts night, 250 watts day, 1210 kc. unlimited. Order effective July 20.

Authority to install new automatic frequency control equipment has been granted to WTAD, Quincy, Ill., and WIBU, Poynette, Wis.

MOTION PICTURE LIGHTING AND EQUIPMENT CORP.

WE FURNISH
Electrical Lighting Equipment of Any Kind
FOR RADIO STATIONS

244-250 WEST 49th STREET
New York City Tel. CHic. 4-2074

GUEST-ING

JAMES BARTON, on Kate Smith Band Wagon, June 10 (CBS, 8 p.m.).

CHARLES WINNINGER, on Jack Benny next to last broadcast of the season, June 20 (NBC-Red, 7 p.m.).

HUGH HERBERT, return date on Jack Oakie program, June 8 (CBS, 9:30 p.m.).

BILLY LYNN and FLORENCE REED, added to Joe Cook Shell Show lineup for tomorrow (NBC-Red, 9:30 p.m.).

Disking Specialized Series

General Transcription Features Inc., which recently opened offices at 505 Fifth Ave., has started production of a series of five-minute and one-minute programs designed for specialized trades. At present, clothing, jewelry, loans, bakery, furniture, drug and optical programs are being recorded. Others will be added as scripts are obtained.

WWL Events Department

New Orleans—WWL, with a newly inaugurated special events department under the direction of Henry Dupre, plans to go in for topical broadcasts on a substantial scale. A comprehensive airing of Louisiana State University graduating exercises at Baton Rouge initiated the new service.

Betty Allan Joins McCune

Betty Allan, swing vocalist, has joined Bill McCune and his 14-piece orchestra at the Marine Roof of the Hotel Bossert, Brooklyn. McCune continues to double at the Persian Room of the Plaza during cocktail hours.

Seek Foreign Representation

Boston — Kasper-Gordon Studios Inc., program and transcription producers, are reported negotiating for foreign representation. Object is to promote use of their transcriptions and to translate scripts of shows already produced into foreign languages for production abroad.

ONE MINUTE INTERVIEW

KAY KYSER

"In its early years, the development of mechanical and electrical apparatus was the important thing in broadcasting. Talent was often neglected. Now, artistic rather than scientific development is the basis of most radio experimentation. It must be done carefully, so that one phase of experimentation doesn't suffer because of the other."

☆ Coast-to-Coast ☆

THREE summer series of two-people shows have just been released by The Script Library. They are: "Oh, Jenkins," comedy; "Murder in the 400," mystery, and "Love Is a Word," romance.

Paul Mall leaves the Chicago environs for Hollywood late this month to start on a contract at KFI.

Shields Djerikiss, member of the sound department at WXYZ, Detroit, and Margaret McAuley plan to be married Aug. 21.

John O'Donovan, baritone of Norwalk makes his debut tonight on WICC, Bridgeport.

Andy and Virginia Mansfield, known to the coast as "Andy and Virginia," are now on a coast-to-coast Mutual hookup every Tuesday noon.

Approximately 15,000 students competed in the third annual Spelling Bee conducted by WHIO, Dayton. Winner received a five-day all-expense tour to Washington, besides holding the title of champ speller of Miami Valley.

Benny Kyte, John Osgood Hart, and Emmet Leib, all of the staff of WXYZ, Detroit, have bought new homes recently. Kyte also has been shopping for a cradle.

Two Mutual net shows will end their run over WRVA, Richmond, on June 20. Shows are "Fun In Swingtime" and Willys-Overland.

Two voices are being used in "The Parents' Forum," weekly feature on WHBL, Sheboygan—a man and a woman, both appearing anonymously in the 15-minutes of help for troubled parents.

Elbert Haling, formerly with WFAA, Dallas, as continuity writer and publicity director, is now with WBAP, Fort Worth, in same capacity. Before going with WFAA, Haling was with the Southwest Broadcasting System.

Larry Rowell, former movie actor, is new emcee on the Light Crust Doughboy's program heard daily over Station WBAP, Fort Worth, and the Texas Quality Network. Rowell succeeded Eddie Dunn, who returned to WFAA, Dallas. J. Walter Thompson handles the Light Crust account.

Phil Brook of the WGY (Schenectady) announcer staff, has returned to his duties after two weeks' vacation spent with his parents in Orlando, Fla.

Gertrude C. Peeples, chairman of the artists' auditions committee of Buffalo Broadcasting Corp., and Radcliffe Hall, announcer and director

of the WGY Players, are now Mr. and Mrs. Hall served as announcer and production man with the Buffalo broadcasting organization before coming to Schenectady. Mr. and Mrs. Hall will reside at 1330 Union St., Schenectady.

Bob McGuire, news editor at WICC, Bridgeport, will wed Marie Halpin on June 12.

Harriet Bortle, soprano, is back with a Saturday afternoon program on WELI, New Haven. Sylvia Feldman and Rosaline Spector are sponsored in a new WELI commercial, twice weekly direct from Mettler Piano Show Room.

Jack Foster is airing six softball games each week over WHBL, Sheboygan, under sponsorship of Kohler Co., Kohler, Wis., and Vollrath Co., Sheboygan.

Harriet Linehan of WTMJ, Milwaukee, made her coast-to-coast debut on Kay Kayser's Mutual network commercial program broadcast from the Modernistic ballroom May 30.

"Sunshine Swing," a new 15-minute weekly program featuring dance music and vocal numbers, opens Sunday over WISN, Milwaukee, under sponsorship of Winnebago Auto Replacement Co.

Harold Newcomb, manager of WRJN, Racine, Wis., is vacationing in northern Wisconsin.

Raymond Johnson, headliner on a number of NBC shows, is slated to address the graduating class of the Kenosha high school June 10.

Clem McCarthy, picked for the third time to do the blow-by-blow of a boxing match sponsored by Buick Motor Co., will have the assistance of another personage, yet to be picked, for comment between rounds at the Braddock-Louis encounter in Chicago on June 22. The fight will be short waved to foreign countries.

The New Haven Women's Choral Society will feature two choral arrangements by members of the Yale Music School staff on their June 6 broadcast from WICC over the Colonial network, under the direction of Hugh Smith.

E. P. H. James of NBC is being visited by his parents, Mr. and Mrs. P. F. James of London, who arrived this week on the Aquitania for an indefinite stay.

Arch Obeler's original radio playlet, "Trouble Night", will be presented on Sunday's "Magic Key of RCA" over the NBC-Blue, with Katherine Locke and Jules Garfield in the leads.

Coming Events

Today: Actors Equity Ass'n annual election.

June 1-10: Radio-television exposition, Moscow.

June 5: Annual meeting of the Texas Broadcasters Ass'n, Texas State Hotel, Houston.

June 8-9: Radio Manufacturers Ass'n annual convention, Hotel Stevens, Chicago.

June 10-13: Radio Parts Manufacturing Trade Show and Institute of Radio Service Men, Hotel Stevens, Chicago.

June 10-17: British Television exposition, organized by Radio-Electrical Industry of Great Britain, South Kensington Museum, London.

June 13-16: Pacific Coast Advertising Club convention, Hotel Utah, Salt Lake City.

June 14: American Federation of Musicians' annual convention, Louisville, Ky.

June 20-23: National Association of Broadcasters' annual convention, Hotel Sherman, Chicago.

June 20-23: Advertising Federation of America's 33rd annual convention, Hotel Pennsylvania, New York.

June 21-24: American Institute of Electrical Engineers' convention, Milwaukee.

June 21-24: Summer Convention of the Canadian Electrical Convention, Banff, Alberta.

July 12-17: International Congress of Short Waves, Vienna.

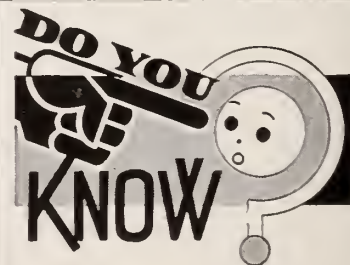
Aug. 2: Semi-annual meeting of the American Radio Telegraphers Association, New York.

Aug. 23: Credit Retailers' Ass'n of America annual convention, Hotel New Yorker, New York.

Nov. 26: Inter-American Radio Conference, Havana.

Lunke Opens Producing Office

Seattle—J. R. Lunke, lately with the NBC and Strang & Prosser agency, has opened Weco Radio Productions at 315 Seneca St., where he will be national representative for Seattle Recording Studios, Inc., of which Orin B. Johnston is president. Associated with Lunke in the new radio productions concern is Dudley E. Williamson, who has returned to Seattle after being connected with radio and advertising agencies in the East.



That Jack Jenney is heard weekly on 17 commercials?



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 83

NEW YORK, N. Y., MONDAY, JUNE 7, 1937

FIVE CENTS

Hot ET Competition at NAB Meet

BIG 6-UNIT CAMPAIGN ON WHB ANNIVERSARY

Kansas City—WHB's 15th Anniversary Celebration, which ran all last week, closed Saturday night in a blaze of glory as a result of a promotion campaign consisting of six different units, designed to reach varied classes of people. Of interest to other stations planning anniversary

(Continued on Page 3)

Spud Cigarette Account Switched to 3rd Agency

Axton-Fisher Tobacco Co., Louisville, has appointed Lawrence Gumbinner Advertising Agency here to handle the Spud cigarette account, effective immediately. Max Geller is the account executive. Media plans are not completed as yet.

This is the third agency to handle the Spud account within the past year. Kenyon & Eckhardt resigned from the account last fall. Young & Rubicam took it over and hired Ed Wynn to exploit the product via NBC and got a fair rating of around 15 with the show. Wynn signed off the air last month.

WCKY's Increased Power In Effect Within Month

Cincinnati—Work of installing WCKY's new 10 kw. RCA transmitter has been placed under way, and station expects to be on the air with its 100 per cent power increase by July 1.

Coincident with the power step-up, L. B. Wilson, president and general manager of WCKY, has appointed Lloyd George Venard to the post of sales and merchandising director. Venard was sales promotion manager at WGAR, Cleveland, for the past three years.

Televisé "Thriller"

Berlin—"Detective Inspector Jenkins", a thriller by Adolf Weber, was televised recently in all "television cinemas" of Berlin and Potsdam. Trembling gangsters, thieves going into jail, murderers on the electric chair were clearly reproduced from the television transmitter at Witzleben on the screens before the tele receivers at more than a dozen localities.

No Summer Dullness at WLBC

Muncie, Ind.—WLBC has hung out the "Sold Solid" sign on its announcement schedule. The local independent station is sold out on spot business from 5:30 a.m. to 11:30 p.m. every day, Sundays included. Not a single spot is available for the rest of this month, according to Frederic W. Ayer of the Merchandising Department.

ANOTHER SPORT EVENT IS SNATCHED BY CBS

Continuing its sweep of the sports field, CBS over the week-end signed exclusive right to broadcast the Poughkeepsie Regatta, the annual rowing classic, on June 22, paying over \$1,000 for the privilege.

Hitch comes in that CBS contract is exclusive only in that they will

(Continued on Page 8)

Settlement is Reached In \$15,000,000 Suit

The \$15,000,000 triple damage suit brought by National Union Radio Corp. against RCA, General Electric and A. T. & T. was withdrawn Saturday from the U. S. District Court, with the exception of the action against ATT. Plaintiffs were sued under the Sherman anti-trust law for alleged violations through which National Union claimed losses of \$5,000,000 in its radio tube manufacturing business. Cash terms, if any, were not disclosed, but settlement involved adjustment of mutual obligations and court costs.

Federal Judge Samuel Mandelbaum sat in on the settlement and Javits & Javits, attorneys, represented National Union Radio.

LYTELL DISK SERIES GOING ON AIR IN JULY

The Bert Lytell transcriptions being prepared by WBS for Larus & Bros. (Edgeworth tobacco and Domino cigarettes) will take the air sometime in July on about 10 stations, with more to be added as choice time periods become available.

Program will be known as "Alias Jimmy Valentine" and will be a quarter-hour disk airing three times a week in evening spots. Blackett-Sample-Hummert Inc. has the account.

Major Lohr and Gilman Huddle on West Coast

West Coast Bureau, RADIO DAILY

Los Angeles—Major Lenox Lohr, NBC president, and Don Gilman, western chief, conferred here over the week-end. Site for the new NBC studio is expected to be determined before Lohr leaves.

Lohr also is understood to be working on "improvement of NBC's Blue network service in Hollywood."

Reports have cropped out several times that NBC was seeking to buy Victor Dalton's KMTR or one of several other local stations.

★ THE WEEK IN RADIO ★

... P. & G. Comes Through

By M. H. SHAPIRO

PROCTER & GAMBLE'S 52-week renewal of eight shows on NBC definitely does things for the NBC daytime revenue ... and not to be overlooked is the unqualified endorsement of the script type of program ... P. & G., however, did a little figuring ahead on what may seem lesser items than the network time ... naturally everybody connected with the various casts and script writing were amenable to playing ball with such a grand outfit...

The CIO air campaign contem-

plated for the Fall got a rise out of the CIO officials, but nothing officially denied to date ... Membership for each station was proposed by the NAB as an amendment to its by-laws at the coming convention ... where members own more than one station, it is proposed that the owner must make application for each outlet...

Chairman Anning S. Prall of the FCC opposed the five-year radio station license bill in a letter to the House Interstate Commerce

(Continued on Page 2)

Barrage of New Ideas in Disks to be Shown at Convention

New ideas in electrical transcription programs are being promised by the various ET manufacturers, particularly those specializing in the library type of service, the new ideas in question being readied in time for the forthcoming NAB convention in Chicago. NBC's Thesaurus expects to have selling points other than the worn out method of manufacture such as vertical or lateral cut, hill and dale, etc., believing that the broadcaster is now past that stage

(Continued on Page 8)

NBC GROSS LAST MONTH JUMPED 25.5 PER CENT

Gross receipts booked by the NBC networks last month totaled \$3,214,819, an increase of 25.5 per cent over the corresponding month last year. Red network gross revenues are up 37 per cent with a dollar volume of \$2,261,344 and the Blue figures, \$953,475, are up 4.6 per cent compared with May, 1936.

Total for the first five months is \$16,944,720, up 23.3 per cent against the same period in 1936. This is the eighth successive month, and tenth time in the network's history, that the combined NBC network billings have been over three million.

Tele-Film Projector Shown at Paris Expo

Paris—A newly developed device combining a film projector with a "picture-catcher" tube is included in the German Post Administration's display of television activities in the

(Continued on Page 8)

KOB Celebration

Albuquerque, N. M.—For the dedication of its new 10,000-watt RCA transmitter and in celebration of the station becoming NBC's New Mexico outlet, KOB is bringing Rita Rio and her all-girl orchestra here June 14 for a program of dancing and entertainment. Event will be held in the University gymnasium.



(Registered U.S. Patent Office)

Vol. 1, No. 83 Monday, June 7, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk and Verne Bailey, 6425 Hollywood Blvd. Phone Granite 6607.

Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

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FINANCIAL

(Saturday, June 5)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	167	166½	167
Crosley Radio
Gen. Electric	54½	54¼	54¼	— ⅛
North American	25¼	24¾	25	— ¼
do pfd.	53¼	53¼	53¼	+ ¾
RCA Common	9½	8¾	8¾	— ⅛
RCA First Pfd.	68¼	68¼	68¼	— ¼
RCA \$5 Pfd. B.
Stewart Warner
Zenith Radio	33¾	33½	33¾

NEW YORK CURB EXCHANGE

Hazeltine Corp.	15¼	15¼	15¼	— ¾
Majestic	3	3	3
Nat. Union Radio

OVER THE COUNTER

	Bid	Asked
CBS A	54	56
CBS B	53½	55½
Stromberg Carlson	14	15

Wickendon Sells First Novel

Dan Wickendon of CBS trade news staff has sold his first novel, "The Running of the Deer," to William Morrow & Co. It is due to be published next fall. Wickendon has had short stories published in Stage and Story magazine, but this is the first novel he has attempted.



June 7
Greetings from Radio Daily
to
Alois Havrilla

★ THE WEEK IN RADIO ★

... P. & G. Comes Through

(Continued from Page 1)

Committee ... one of the grounds mentioned by Prall is that revocation of license was the only punitive measure available ... Van Cronkhite Associates absorbed the foreign language station rep organization of Roseler & Howard Inc. ... NBC issued separate rate cards for Red and Blue networks, effective July 1 ... station rates the same with one exception and of course 19 outlets have been added to the webs since last card came out ...

CBS reorganized its special events and talks department ... Hearst Radio denied reports that Transamerican was to take over the national station representation biz ... Emile Gough, v.-p., said he had merely talked over with John Clark the possibility of Transamerican adding revenue to Hearst Radio ... NBC came out with a letter in which the Social Security angles were clarified as much as possible ... preliminary para-

graphs virtually repeated the recent RADIO DAILY story anent the chaotic condition ...

Major Bowes again leads the one-hour shows in the Co-Op Analysis Reports ... FCC appointed Samuel F. Kaufman of New York as special attorney in the disbarment proceedings against two radio attorneys, Paul F. Segal and George T. Smith ... Hearst Radio Inc. lost its appeal in the suit whereby it hoped to obtain majority of the stock of WMAL ... United Air Lines announce special fast service to NAB Chi Convention ...

CBS May gross billing revealed an increase of 45.9 per cent over May, 1936 ... Paul H. Raymer Co. becomes national representative for McClatchy chain of stations in Cal., effective Aug. 15 ... Liggett & Myers (Chesterfield) moves two shows to the Coast the end of this month ...

J. E. Pearson Handling KWTO-KGBX Nat'l Biz

Springfield, Mo.—John E. Pearson, who came to KWTO last November as head of a promotion department, has been elevated by Sales Manager Ralph D. Foster to the newly created post of manager of national accounts for KWTO and KGBX. Pearson formerly headed the KWTO-KGBX news and market departments, which he organized, for six years.

Carl Ward is assistant in charge of promotion, with Terry Moss in charge of NBC traffic.

Grigsby Heads New Firm

Chicago—B. J. Grigsby, who organized and was president of Grigsby-Grunow Co., is president of the newly organized Elsbett Manufacturing Co., Inc., with offices and factory at 353 West Grand Ave. Other officers are: Raymond J. Grigsby, vice-president, O. E. Grigsby, secretary, and H. E. Kranz, chief engineer. Company is developing and will shortly begin manufacture of a new type of slow speed high torque fractional horsepower electric motor, also ignition devices and systems for greater efficiency in internal combustion engines, particularly with low-grade fuel.

R.-O.K. Signs Margie Knapp

Margie Ann Knapp, 12-year-old singing "find" from the southwest, now appearing on WHN programs, has been signed by the Rockwell-O'Keefe agency.

Republic Pictures, which made "Hit Parade," starring a batch of radio names, has optioned Margie for its next musical film. She also is slated for some Brunswick and Columbia disks.

KGVO Acquires Location For Expanded Quarters

Missoula, Mont.—KGVO has bought a two-story building next to the projected new million-dollar hotel here and will remodel it into larger quarters, to be ready for fall occupancy.

Turnout for 8 a.m. Show

Last Saturday morning's broadcast of the "Morning Almanac" was staged from the CBS Radio Playhouse before a full house. Program is aired from 8-9 a.m. over WABC only. Visitors jammed 45th Street at 7:30 a.m. waiting to get in.

Stunt was a one-time shot to test the program's pull. Over a period of two weeks, eight announcements were made offering free tickets to the broadcast. A total of 2,974 requests were received. House only holds 1,000. One group came from Philipsburg, N. J., about 60 miles from New York.

Phil Cook is the star of the show, with Orrie Hancock handling the production. Lew White and the Funnyboners also are in it.

"Spotlight" Cast Changes

"Spotlight Revue," new Rose Marie program starting at 3:30 p.m. today over WOR, will have Benny Davis as emcee and Leo Freudberg's orchestra, instead of the emcee and orchestra previously announced. Leo Fuld and Beatrice Joyce also are to be on the first show.

Art Gentry Wins Spot

Art Gentry will become a permanent feature of the CBS Theater Matinee program, heard Thursdays, 3-3:30 p.m. His experimental emceeing proved so satisfactory it was decided to retain him.

COMING and GOING

CECILE CUMMINGS of the NBC program desk has sailed for a six-week stay in Europe. She will include Dublin, London and Paris in her stops.

BLEVINS DAVIS, who covered the Coronation as special commentator for NBC, returns today on the Queen Mary.

JOSEPH J. WEED of Weed & Co. spent the week-end in Toronto, expected back at his desk today.

ROBERT STEPHAN, radio editor of the Cleveland Plain Dealer, is in town stopping at the St. Moritz.

UNCLE EZRA and the Hoosier Hot Shots arrive in Cleveland today and will broadcast from Radioland at the Great Lakes Exposition.

RAY WINTERS, WOR announcer, has left for a two-week vacation. He will motor through the South, visiting Virginia and Georgia.

LAURETTE PETERSON, secretary of WOR's Special Feature division, is embarking on a cruise to Havana and will be gone eight days.

DAN GELLERUP, technical supervisor of WTMJ, Milwaukee, was in New York last week for a conference with Bell Laboratories.

DR. ALBERT A. EPSTEIN, president of Advertising Corp. of America, arrives today from England aboard the Queen Mary.

PAULA O'BRIEN of Music Corp. of America is in Montreal for one week on business.

CHESTER LaROCHE, president of Young & Rubicam, and PAT WEAVER of the radio production staff arrived back in town from Hollywood.

BILL GOODHART, vice-president of Music Corp. of America, is on a one-week cruise and will go direct to Louisville for the convention there next week.

KCKN News Periods Offered to Sponsors

Kansas City, Kas.—After presenting news hourly since Jan. 1 on a sustaining basis to develop listeners, KCKN is now offering the periods to commercial sponsors for the first time. Station has UP service, airing 17 times daily, with Olaf Soward at the mike.

Paul Frank Joins Weed

Paul Frank has joined the New York office of Weed & Co., station reps. Frank is well known in Detroit and New York advertising circles and for the past four years has been advertising manager of Spirits, trade publication in the wine and liquor industry. Prior to that, he was on the staff of Paul Block & Associates, and for three years managed the Detroit office.

"BARON MUNCHAUSEN"

JACK PEARL

RALEIGH and
KOOL CIGARETTES

WJZ-10 P. M. E.S.T.—Friday
NBC Network

Dir.: A. & S. LYONS, Inc.

BIG 6-UNIT CAMPAIGN ON WHB ANNIVERSARY

(Continued from Page 1)

events, the six units as mapped by Don Davis, president of WHB Broadcasting, and John T. Schilling, general manager, were:

1—Radio Listeners: Special anniversary programs by WHB all week long, including an interview with E. J. Sweeney, station's founder; dramatized highlights from WHB history; description of daily "balloon ascension" releasing 15 helium-filled balloons bearing gifts and party tickets; "Sidewalk Reporter" questions regarding radio and WHB history; bulletins on the Celebration by Newscaster John Cameron Swayze; special anniversary announcements on each "station break" every quarter hour, etc.

The special anniversary programs were well advertised in advance, the promotion including daily page ad in the K. C. Journal-Post, with which WHB is affiliated. Building where studio is located was decorated with flags, as were the studios and the stores of many WHB advertisers, while the streets of downtown Kansas City were bedecked with flags and banners. Publicity stories went to all papers in the area and to national radio editors. A "Remembrance Contest" invited listeners to send in old press clippings and souvenirs relating to early days of WHB.

Community party was held Saturday night in the main arena of the new \$6,000,000 Municipal Auditorium. WHB fed this party coast-to-coast over Mutual. WOR and other stations during the week gave salutes to WHB.

2—Local Advertisers: Party at Municipal Auditorium was a direct tie-up with the stores of WHB's retail advertisers, through free ticket distribution at stores. Station gave them a dinner. To prospective advertisers, WHB mailed a souvenir book and an eight-page advertising reprint.

3—National Advertisers and Agencies: Received reprints of station's advertising material, with national clients invited to the party. A studio party was staged at 9 a.m. Saturday for out-of-town bigwigs, followed by a luncheon, golf, dinner and the evening party.

4—Broadcasting Industry: Celebration material mailed to all American and Canadian stations, networks, FCC, et al.

5—Club Mailings in K. C.: One of

Handy

Kansas City—Hearing a demonstration by striking hotel workers on the street in front of the Pickwick Hotel, whose top floors are occupied by KMBC, Special Events Announcer Neal Keehn and Publicity Chief M. F. Allison lowered a mike on an extension cable above the crowd and aired nearly 10 minutes of the fracas.

NEW PROGRAMS—IDEAS

Typical Father Search

A search for the ideal American father has been launched by Richard Brooks, WNEW news commentator, in cooperation with the National Father's Day Committee. Listeners are invited to nominate names in public life. Letters will constitute ballots to be totaled by the Committee several days before "Father's Day", June 20.

Junior Vox Pop

"Vox Pop, Jr." designed for the kids, as the title indicates, has been launched over KDYL, Salt Lake City. Programs come from the city's amusement center for youngsters, Liberty Park.

Same station has another very popular Saturday program for juveniles, "Kangaroo Artists' Revue", also aired from Liberty Park. Show is staged on the park's outdoor auditorium like a real vaudeville show. Title of program is an outgrowth of an older series, "Kangaroo Club", which started on KDYL 11 years ago.

WCBS "Bus Broadcaster"

Broadcast direct from the Union Bus Terminal, Springfield, Ill., the

Husing to Cover Golf Meet

Ted Husing will cover the National Open Golf Championship for CBS, when that network broadcasts a series of six programs in connection with the tournament June 10, 11 and 12. A complete staff of sport experts will assist Husing, who has also set arrangements to interview the winner of the meet immediately following the prize presentation. Program is one of the special sport features set by CBS as regular broadcasts for their 1937-38 schedule.

Husing also airs the annual Princeton Invitation Track and Field Meet, June 19, over CBS at 5-6 p.m.

New AT&T Patent Counsel

DeWitt C. Tanner, associated with Western Electric in a legal capacity for nearly 36 years, including 27 years as general patent attorney, has been made consulting patent counsel of A. T. & T. Franklin T. Woodward, assistant general patent attorney, succeeds him. Joel C. R. Palmer, patent attorney of W. E., has been appointed contract counsel of Electrical Research Products.

the most unique stunts was a series of mailings to all members of local business organizations. Letters were written by a club member to fellow club-members, and enclosed the eight-page ad reprint and two tickets to the Party.

6—Mailings to WHB Alumni, Mutual network associates, etc.: All former WHB artists and graduates were sent souvenirs, and some attended the staff dinner Thursday evening as a preliminary to Saturday's Party.

"Bus Broadcaster" brings to the radio audience of WCBS an interesting slant on the street broadcast idea.

People from all over the country are interviewed, giving their opinion on timely topics and stories of their various travels.

Colorful effects are made possible through the cooperation of the local bus attendants, including the arrival and departure of buses, the calls and adventures of the Red Caps.

Various and attractive prizes are offered on the program for the best questions which questions the staff of WCBS attempt to answer—sometimes in vain.

WCOA Nocturne Wins Favor

With Roland Nuttrell at the console of the Wurlitzer organ at the Parkway Theater, Baltimore, WCOA is now presenting a Nocturne half-hour from Monday to Friday. The program goes on at 11:15 p.m. and the station has received many expressions of appreciation from its listeners. Charlie Purcell officiates at the mike, injecting select bits of philosophy at intervals as the organ's strains fade into an appropriate background.

NBC Exhibit at Education Meet

NBC will have an exhibit at the National Education Ass'n convention in Detroit, June 26-July 3. Display to show the assembled educators how broadcasting works. The display will be built in three sections, one showing the RCA Building in Radio City; another, a photo montage, all the possible points from which programs are transmitted, and the third, the receiving end, including school listening groups, home receivers, and others.

Baker Renews Writers

Sam Perrin and Arthur Phillips have been given new two-year contracts by Phil Baker, who has been signed for another year by Gulf Refining. The scribes start at \$1,400 weekly and will get raises every six months to \$2,300 a week. Baker also is taking them west for his picture, "Goldwyn Follies."

Radio Talk at AFA Meet

A "Breakfast Clinic" on radio is on the program of the Advertising Federation of America convention in the Hotel Pennsylvania, June 20-23. Jacob Albert of the Detroit News will conduct the discussion, at 8:30 a.m., June 22. This is the only radio topic on the program.

S. F. Postal Auction on NBC

San Francisco—The San Francisco Post Office's annual auction of packages unclaimed or undelivered during the preceding year, to be held Wednesday under the supervision of Postmaster William H. McCarthy, will be broadcast over the coast-to-coast NBC-Blue network, 11-11:15 a.m., PST.

NOR'WEST GOODWILL TOUR BEING AIRED OVER WCCO

Minneapolis—A series of special remote broadcasts, covering the forthcoming Goodwill Trade Tour of the Minneapolis Civic and Commerce Association to South Dakota, during June, will be carried by WCCO. Eight broadcasts from towns in South Dakota will be staged June 14, 15 and 16, with a send-off program here June 13 just before the train departs. This will be the first time in the history of Northwest radio that a station has followed the progress of a Civic and Commerce Trade Tour.

Engineers and other representatives of WCCO will accompany Minneapolis business leaders to stage the eight broadcasts. Pick-ups will be made in each of the towns by WCCO, at the scene of the meetings.

Civic and state representatives in the various South Dakota towns to be visited will be heard over WCCO in this series. The broadcasts will enable Northwest listeners to follow the highlights of the good-will tour and will also give leading citizens of South Dakota an opportunity to address their remarks to the entire Northwest.

WCCO officials have inaugurated the series to increase the cooperation between South Dakota and Minneapolis, felt to be increasingly important in view of the rapid business come-back being staged by South Dakota.

Bond Presto Disk Users

As a result of recent letters sent to radio stations and instantaneous recording studios by a coast firm advising that the use of coated disks for such recordings infringes on U. S. Patent 2,008,092, Presto Recording Corp. has signed a contract whereby Chicago Lloyds, insurance firm, is to assume liability for damages which may be claimed in event of a court decision against Presto or any of its clients.

The infringement claims were investigated by James & Franklin, patent attorneys for Presto, and were reported as being without foundation. This opinion was confirmed by attorneys for National Patent Corp., who will issue certificates of protection to users of Presto disks.

BARRY MCKINLEY

Griffin "ALL-Wite"

Tie Toe Review

Management

NBC Artists' Service

Personal Representative

James L. Saphier

ORCHESTRAS MUSIC

HUGHIE BARRET and his Tavern-on-the-Green ork, currently heard on the Griffin "Allwite" program, begin to air from the Tavern via WOR tonight at 11:15-11:30. Jean O'Neill, who co-stars with Hughie on the "Allwite" program, will be his guest on his first broadcast. Effective June 12, the Tavern-on-the-Green music will be heard regularly at 7:15-7:30 p.m. on Saturdays and at 11:15-11:30 p.m. on Wednesdays.

Mike Riley's orchestra and the Don Bestor musical outfit have been signed for Warner Vitaphone shorts through a deal worked out by Fanchon & Marco and CRA.

Billy Swanson, Boston society orchestra leader now being featured at the Hotel Edison Green Room, begins a twice weekly broadcast via CBS at the end of the month. The Swanson ork features a "sax sextette", probably the largest saxophone unit being used by any of the important bands.

Charles Stenross and his band, recently aired via KDKA, have been set by CRA for the hot months at the Deshler-Wallick Hotel, Columbus. They succeed Billy Baer and ork.

Shep Fields and the boys remote from Surfside, Atlantic Beach, L. I., Wednesdays and Fridays, 11:30 p.m., via WABC and the CBS network.

Maestro Leo Reisman and his Waldorf-Astoria Orchestra, after playing three weeks at the Paris Exposition at the invitation of the French government, will also perform for three weeks at the Monte Carlo Casino in Monte Carlo before returning to the Waldorf Roof late in August.

Abe Lyman and his musical aggregation begin their annual summer tour with a one night engagement at Washington and Lee College, Lexington, Va., June 11, with several other cities throughout the South and Mid-West scheduled for one night engagements in the Lyman itinerary. Lyman returns to New York each week to conduct his "Waltz Time" program and then resume his road activities.

Lou Blake and the band are scheduled for a summer engagement at the Plantation Cafe, McCordesville, Ind.

Ted Lewis and his lads are ethered Tuesdays, Wednesdays, Thursdays and Sundays via NBC from the Chez Paree, Chicago. Ruth Daye, contralto, and the Radio Aces, trio, are featured with the Lewis orchestra for all of their broadcasts.

Ozzie Nelson and the ork open at the Astor Roof on Aug. 2.



PETTY CASH VOUCHER

Week ending June 4th

● ● ● Saturday... Police officer delivers a bench warrant to the house—because we took Vincent Travers' advice and didn't answer a dollar parking summons... We drive out to the Hollywood in Jersey to hear Al Shayne and Marty May, then drive through a fog to Lindy's which is as deserted as a Jack Benny broadcast... Tommy Dorsey, Benny Goodman, Mickey Alpert, Russ Morgan, Eddie Elkins and Jack Bregman get into an argument about paying our check—as we pick it up and leave!

● ● ● Sunday... Drive with Alpert to the Riviera, which is still in the construction stages—but, truly a madman's dream for a club... Then to Tuckahoe, where the starter goes on the car and begins burning. A state trooper assists in overpowering the blaze. "Is the car insured?"... On learning that is was, he said we should have let it burn!

● ● ● Monday... A letter from Roy Brant of KFYZ, Bismarck, N. D., saying that we should be about ready for a "meal ticket" on that expense account... Go to see the "guy" about fixing the warrant—but he wasn't in—so we decided to forget about it—because, after all, the Almighty Power of the Press, is able to cope with anything legal... Meet Joe Rivkin, former agent, who went with Hal Roach and is now with Columbia Pictures... Joe is nice to the fellows he met on the way up.

● ● ● Tuesday... Wire from coast correspondent relating how Scott Weakley, KROW, Oakland, production manager, discovered a boner on a commercial which had been written by an agency: "your children won't like it one bit more than you do," which should have read: "You'll enjoy it as much as your children"... From Chicago's WAAF comes word that Rev. Father Charles EPSTEIN of the St. Henry's Roman Catholic church is conducting talks via the station Sundays... We hear that WFBM, Indianapolis, is "infested with love bugs" because the station waived their "no visitors in studio" rule during the late hours, permitting lovers the privilege of billing and cooling to the music of name bands. The other night, a couple had been marooned for the night when the station closed its doors!

● ● ● Wednesday... Among other things, attend the Buddy Clark farewell party at the Tavern and note that no one asks Clark to speak... Buddy leaves for Hit Parade airing and the party continues upstairs in an apartment—with Rocco Vocco and Jonie Taps rattling the cubes in hot style... Then to Jack Osterman's opening with Bob Goldstein where we meet the usual Broadway crowd... Osterman's performance was so good—that we discovered he has his name on too many contracts already for air appearances... Later we meet Milton Pickman with Judy Starr.

● ● ● Thursday... We arise too late to answer the "warrant," so we attend the Rudy Valle rehearsal and hear that Oshins and Lessy may return to Totem Lodge in the Catskills... At the Kate Smith rehearsal we discover the dynamic Ted Collins, sweating to get the show in great form—which he succeeds in doing!... That night Al Shayne calls for us and we dine with Harry Link—who takes us to a music store to hear some records—but we "sell" him on Ruth Etting's chanting of "A Message from the Man in the Moon," which is tops in vocalizing.

● ● ● Friday... A cop awakens us and takes us before the judge (who is a pal of a friend of ours!)... We're fined ONE dollar for parking and TEN bucks for contempt of court—not answering the warrant!... After telling the judge who we are, he banged the gavel—as though to raise the fine!—so we paid off and left!

TOTAL EXPENSES... Eleven dollars court fees!

AUDITOR'S REMARKS... Request denied—you should have paid him the DOLLAR—and given him the car!

★ F. C. C. ★ ACTIVITIES

APPLICATIONS RECEIVED

National Broadcasting Co., New York. CP for new relay station and license to cover same. 1606, 2022, 2102, 2758 kc., 100 watts.

KMAC, San Antonio. Vol. assignment of license to W. W. McAllister and Howard Davis d/b as Walmac Company.

APPLICATION RETURNED

William C. Smith, Bogalusa, La. CP for new station. 1470 kc., 100 watts, daytime.

HEARINGS SCHEDULED

June 7: WRBC, Inc., Cleveland. CP for new station. 880 kc., 1 KW., unlimited.

June 8: WTBO, Cumberland, Md. Transfer control of corp. to Delaware Channel Corp., 800 kc., 250 watts, daytime.

Phillip Jackson, Brunswick, Ga. CP for new station. 1420 kc., 100 watts, daytime.

June 9: WWL, New Orleans. CP for change in power to 50 KW., 850 kc., specified.

June 10: WRVA, Richmond. CP for change in power to 50 KW., 1110 kc., unlimited.

Johnson City Broadcasting Co., Johnson City, Tenn. CP for new station. 1200 kc., 100 watts, 250 watts LS., unlimited.

Knoxville Journal Broadcasting Co., Knoxville, Tenn. CP for new station. 1200 kc., 100 watts, 250 watts LS., unlimited.

Richard M. Casto, Johnson City. CP for new station. 1200 kc., 100 watts, 250 watts LS., unlimited.

June 11: Fields McCarthy Co., Poplar Bluffs, Mo. CP for new station. 1310 kc., 100 watts, daytime.

WKBH, La Crosse, Wis. Auth. to transfer control of corp. to Harry Dahl. 1380 kc., 1 KW., unlimited.

June 28: Earl Weir, St. Petersburg, Fla. CP for new station. 1370 kc., 100 watts.

George H. Payne, San Jose, Cal. CP for new station. 1440 kc., 500 watts, unlimited.

L. L. Coryell & Son, Lincoln, Neb. CP for new station. 1450 kc., 250 watts, 1 KW. LS., unlimited.

June 29: WSMB, Inc., New Orleans. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

WDSU, Inc., New Orleans. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

June 30: W. W. Luce, Lauderdale, Fla. CP for new station. 1050 kc., 1 KW., daytime.

Zenith Radio Corp., Chicago. CP for new high frequency station. 42000, 56000, 60000, 86000 kc., 1 KW., unlimited.

Dr. William States Jacobs Broadcasting Co., Houston. CP for new station. 1220 kc., 1 KW., unlimited.

Birmingham News Co., Birmingham. CP for new station. 590 kc., 1 KW., unlimited.

Sept. 16: Leonard A. Versluis, Grand Rapids. CP for new station. 830 kc., 500 watts, daytime.

EXAMINER'S RECOMMENDATIONS

KIEM, Eureka, Cal. CP for increase in power to 1 KW. 1450 kc., unlimited, be granted.

WMBO, Auburn, N. Y. Transfer control of corp. be denied. 1310 kc., 100 watts, unlimited.

Isadore Goldwasser, Anniston, Ala. CP for new station be denied.

H. W. Wilson & Ben Farmer, Wilson, N. C. CP for new broadcast station be granted.

CALL LETTERS ASSIGNED

A. Frank Katzentine, Miami Beach. New broadcast station. WKAT.

Crosley Radio Corp., Cincinnati. Relay station call letters changed to WLWB.

Iowa Broadcasting Co., Des Moines. New high frequency station. W9XTB.

Minnesota Broadcasting Corp., Rose Township. New high frequency station. W9XTC.

Emil Mogul Joins Austin

Emil Mogul, well known broadcasting executive, has joined the Alvin Austin Co., New York advertising agency. Mogul originally conceived the idea of the possibility of building a large retail clothing business through the use of radio exclusively, and sold the idea to Barney's Clothes. Barney's ("Calling All Men") is today one of the largest users of radio time, for a single retail clothing establishment, in the entire world.

WITH THE ★ WOMEN ★

By ADELE ALLERHAND

KAY PARSONS, self-styled "Girl O' Yesterday", off the ether pro tem, proves her claim to modernity by taking over once more directorship of show-boat cruises she inaugurated five years back on S.S. Bear Mountain....Much pow-wow concerning a network wire for the craft....Kay and Buddy Arnold are putting it to the listeners-in as to whether their program continues along present informal lines or hews to the line taken by others of a similar type.... The voting is being done via Uncle Sam's post....Nautical addenda.... Party in the cocktail bar of the Hotel White on Thursday, in honor of Mayor La Guardia's new municipal bark, the "Mary Murray", was emcee'd by Cliff Newdahl with Radio Row further represented by John Uppman, Evelyn Case, who adds visual to vocal appeal, and Shannon Day, ex-chorine radio scriptist....

Pauline Alpert, WOR's "Whirlwind Pianist", goes numerical with "A Million Stars Can't Be Wrong", her first go at popular composition.... The Alpert lass has written a dozen instrumental numbers including "Dream of a Doll", her theme song....Frankie Basch, WMCA's "Roving Reporter", will interview Jane Worth, Daily Mirror fashion columnist tomorrow over that station....Anice Ives and husband Lou Ancker, now convalescing in Mt. Sinai Hospital, became long distance godfather and godmother respectively last Saturday for baby Anice Jacquilin Koetz, in Chi, with vows taken via the Bell System....Edith Holder, once of WOR, to throw an engagement party June 13....

Gretchen Davidson of Heinz Magazine of Air's "Trouble House" has added a miniature gold can with the mystic number 57 on it to her charm bracelet.... John Reed Kennedy, announcer for that program, is pinch-hitting vocally for Bill Adams, now enjoying a fortnight's vac at Sea Island, Ga....Ann Goodman and Alma Graef, both WMCA gals, leave for Mexico on June 17....Bob Edge has left on an experimental fishing trip somewhere in the Gulf Stream....Which naturally brings us to the subject of Lorna and Julia, flutists of "The Hour of Charm", and the lesson Billy the Oysterman gave them in cooking lobster on a General Electric range....



FERDE GROFE

Group of American Banks
WABC-CBS network, Fridays,
10-10:30 p.m.

The Wessel Company

GROFE CONDUCTS PLEASING OWN ARRANGEMENTS OF LIGHT OPERA AND CONTEMPORARY WORKS.

For the next 10 weeks, associated bank group in cooperative sponsorship replace the heavy symphony programs with lighter fare. Guest speakers will not be heard during the period and, apart from opening commercial, there is no interruption until the closing line of credit.

With Grofe on this series are Mary Kendall, soprano; Edward Ellington, and the Ed Smalle group of voices. Vocals are pretty well interspersed, probably too much so. Musically the program is very digestible and included a Victor Herbert medley; Rube Bloom's "Song of the Bayou"; Friml's "Giannina Mia" from "The Firefly"; "Parade of the Wooden Soldiers" and "Mardi Gras" from Grofe's "Mississippi Suite." Soloists and choral work was excellent, particularly the former. Grofe has the type program that fits his work and should click.

Vallee Varieties

In a repeat appearance, Joe Laurie Jr. provided the highspot of last Thursday evening's Rudy Vallee show on NBC-Red network. Laurie told a "human interest" story about some Bronx flies. It was choice humor, and Laurie again demonstrated that he is a swell bet as a mike personality.

Dramatic feature of the program, Erin O'Brien-Moore and Frankie Thomas in "The Breaking Point," wasn't especially hot. It just proved once more the ultimate futility of trying to crowd much-condensed dramatic playlet into a program where the mood is "variety," which connotes preferably light entertainment. In a two- or three-hour show, the inclusion of a bit of heavy drama is more feasible—although even in the heyday of vaudeville the dramatic playlets were nearly always regarded as so much poison. Miss O'Brien-Moore and young Thomas are good thespians and acquitted themselves well in the brief time allotted them. But the playlet's climax—the conversion of a motherless lad to liking his father's future wife, whom the kid has hated all along—was made to happen too quickly to be convincing.

On the same program, Julie Oshins and Ben Lessy, night club comedians, did not quite live up to the high touting given them as new finds. Perhaps it was because they haven't been sufficiently acclimated to the mike. They seemed to have style, though some of their gags were pret-

ty old. Their Russian-English foolery, however, was very enjoyable.

Mary Small sang a rather over-arranged concoction off the "Mr. Paganini" tree in her usual good delivery, while Walter O'Keefe added some of his equally diverting comments.

"Show Boat"

Ben Bernie added the title of "assistant show boat captain" to his radio, stage, movie and other accomplishments last Thursday night, when he guested with Lanny Ross on the latter's CBS program. The old maestro did a nice job, giving the show a touch of something different, yet never taking anything away from the program's regular entertainers, including Nadine Conner, Margaret McCrea, Thomas Thomas, Molasses and January, and Captain Ross, not forgetting Al Goodman's orchestra.

Briefly

The "Hollywood News" program sponsored by Noxema on WABC-CBS has worked up into about the most interesting quarter-hour of its kind. Not only does the commentator cram an amazing amount of news into his time, but the items are all of unusual interest, in good taste and handled in original style. Del Casino, Milton Herth and Ray Block's orchestra are other excellent parts of the program.

"The Listener Speaks," over WOR on Friday nights, presents a vast number of viewpoints on a varied array of subjects. Program nearly always has a highlight, though some of the tyro speakers read off their pieces in a way that would easily put folks to sleep at that late hour.

Charlie Ruggles injected a good deal of fun into the Bing Cosby show last Thursday over the NBC-Red. Incidentally this program, noted for its informality, is by way of letting that informality get out of hand, resulting in a rather loose show. Just a little something to watch.

Pauline Lord and Kenneth MacKenna were especially fine in "The Mariners" on the Kate Smith "Band Wagon" Thursday night over CBS.

Industrial Series on Colonial

Boston-Colonial Network (WAAB here) will air a series of luncheon conferences on the subject of the "Industrial Situation" under auspices of Chamber of Commerce. Today's speaker is Senator David I. Walsh. William Green, A. F. of L. head, and Colby M. Chester, chairman of General Foods, are to speak later.

GUEST-ING

JOE LAURIE JR. for third successive week on Rudy Vallee program, which also will have DOCK ROCKWELL and CROSS & DUNN, June 10 (NBC-Red, 8 p.m.)

BERT LAHR, interviewed by Nellie Revell, tomorrow (NBC-Red, 5 p.m.)

HARRIET HILLIARD, DOUGLAS FAIRBANKS JR. and WILLIAM FRAWLEY, on Bing Crosby show, June 10 (NBC-Red, 10 p.m.)

JACK OSTERMAN and MARION MARTIN, on Jack Eigen's Broadway Newsreel, tomorrow (WMCA, 9:30 p.m.)

TED HAMMERSTEIN, JAMES McCANN and HY GARDNER, on Chamberlain Brown program, today (WMCA, 1:20 p.m.)

MARIO KURENKO, Russian soprano, on "Music and You," June 10 (WOR, 8 p.m.)

JOSEPHINE ANTOINE, on final Ford Sunday Evening Hour, June 13 (CBS, 9 p.m.)

FRANK FAY, on Jack Oakie College, June 22 (CBS, 9:30 p.m.)

AD AGENCIES

ALBERT W. SHERER, formerly vice-president of Lord & Thomas, has been appointed assistant to F. K. Montgomery, vice-president of National Biscuit Co. Sherer will assist in the management of the sales and advertising departments. Appointment is to take effect immediately.

COWAN & VAN LEER, INC., advertising agency, have been appointed by the government of Venezuela to handle its tourist and development advertising. In the campaign, radio will be included, being spotted throughout the country. No station list is available as yet.

JOHN WARD, formerly associated with the Atherton & Currier Advertising Agency, has been elected secretary of the Vox Company of Advertising.

Schloss Elected V.P.

Andrew Schloss, manager of the Hal Goodman Advertising Agency, has been elected a vice-president of the company.

FRANK DeGEZ

CUSTOM CLOTHES

46 WEST 48 ST.
NEW YORK

BR yant 9-9746

Outfitter to some of the best Radio Bands on the air—Finest of imported materials with the finest of tailoring plus correctness of style. Priced from \$65 up

NEW BUSINESS

Signed by Stations

WOAI, San Antonio

Renewals: General Mills, through Blackett-Sample-Hummert, Chicago; Burrus Mill & Elevator Co., Fort Worth, through J. Walter Thompson, Chicago; Bewley Mills, Fort Worth; Dodge Bros., disks, through Ruthrauff & Ryan, Detroit; Chevrolet, disks, through Campbell-Ewald, Detroit; Crazy Water Co., through Rogers & Smith, Dallas; Folger Coffee Co., Kansas City, through Blackett-Sample-Hummert, Chicago.

WCKY, Cincinnati

Pabst Beer, one spot before Louis-Braddock fight, through Sears & Ayer, Chicago; Chevrolet, disks, renewal, through Campbell-Ewald Inc.; Scholl Mfg. Co., through Donahue & Coe, New York.

Los Angeles

KEHE—Johnson, Carvell & Murphy, for Kellogg's Ant Paste, Friday participation spot of 15 minutes, "Listen Ladies" W. A. Ingoldsbey, agency. Goes full Orange net.

WNBH, New Bedford

Procter & Gamble (Crisco), through Compton agency; Chevrolet "Musical Moments"; DeWolf & Vincent, "Dupont Paint Parade," ET.

Texas Quality Network

Morton Milling Co., "La France Friendly Frolics," three 15-min. programs weekly, through J. Walter Thompson, Chicago.

KHJ—Chevrolet, "Musical Moments", disks, through Campbell-Ewald Co., 26 broadcasts, twice weekly. (Use full Don Lee net).

KFEL, Denver

Studebaker, through NBC, half-hour weekly program; Maytag Home Equipment Co., four spots weekly.

KDYL, Salt Lake City

Kool Cigarettes, seven half-hour programs, through BBD&O.

WOR, Newark

Post Institute Inc. (Ultrason), through Hirshon, Garfield, Inc.

Dick Foran Winds Up

West Coast Bureau, RADIO DAILY
Los Angeles—Dick Foran, baritone on the Burns and Allen show, is being withdrawn by Warners after tonight's show in order that he may devote his time to a new musical film, "Opera Goes West". Foran is under contract to the Warner studio. Tony Martin, former vocalist with Burns and Allen, joins them again June 14.

Armstrong Series Ending

The Louis Armstrong all-colored show sponsored by Standard Brands (Fleischmann yeast) on the NBC-Blue network, Fridays, 9-9:30 p.m., fades after the June 25 broadcast.

RADIO PERSONALITIES

No. 41 in the Series of Who's Who in the Industry

ONE of the best known radio engineers in the country is John V. L. Hogan, founder of WQXR, New York, who started his work in radio as an amateur 35 years ago.

From his original coherer type receiving set, which he built in 1902, Hogan began experiments which led to his developing something like a hundred new methods and devices for the improvement of radio and broadcast transmission and reception, and, later to the establishment of WQXR, one of the most unusual broadcasting stations in the U. S.



Proponent of quality and cultural programs.

In 1906 and 1907, Hogan worked with Dr. Lee deForest, sometimes called "the father of radio," as chief laboratory assistant in the development of the audion and the radio telephone. Together they operated what was perhaps the first radio telephone "broadcasting" station, transmitting phonograph music by wireless on frequent test schedules. Hogan, shortly thereafter, received permission to operate his own station atop the Times Building

in New York, then one of the tallest buildings in the city.

While a student at Sheffield Scientific School of Yale University in 1909, Hogan took honors in physics and mathematics and used the graduate physics laboratory for radio experimentation. During the war, he was active in designing and producing radio outfits for submarine chasers, "Eagle" boats and aircraft. In 1920, he was elected president of the Institute of Radio Engineers. He is the author of innumerable scientific papers pertaining to radio and has lectured at many important universities and organizations on his subject.

In 1928, Hogan received the original construction permit for an experimental television-sound station, the sound track for television experiments which engaged his attention at that time. A transmitter was erected in Long Island City, and W2XR came into existence, as Hogan's personal experimental station.

It was Hogan's purpose, at that time, to establish a radio station which would combine fine transmission with fine programs. The first programs sent over the air by the new high fidelity method were recordings and transcriptions of the world's greatest music by the finest orchestras. The listeners developed through these early broadcasts for a few hours each day brought WQXR, the commercial station, into existence in 1936.

Today, Hogan is president and controlling stockholder of Interstate Broadcasting Co. Inc., owner and operator of WQXR. He is recognized as having proven that radio can be used as a means for the transmission of quality and cultural programs. His experiments are continuing in the field of facsimile and television.

PROMOTION

KDAL Movie Tieup

KDAL, Duluth, dresses up its evening movie parade with musical introduction and close, giving the otherwise ordinary commercial a lively tone. Music used is pressing of Paramount newsreel's exciting opening and closing orchestral build-up. Movie parade is handled in straight announcements of "minute previews" of current pix at Minnesota Amusement Co. theaters in Duluth. Tie-up gives KDAL trailer advertising in all Minnesota Amusement theaters. Trailers are advantageously spotted in flicker houses, showing immediately after feature pix.

Nedick Contest

A Ford V-8, three Philco radios and 12 crates of oranges are among awards to be given in a radio contest by Nedick's Stores Inc., sponsors of Vincent Connolly, newscaster, who starts the contest over WOR at 6:45-7 p.m. today. To be considered for the weekly awards, listeners merely have to visit one of the 115 Nedick outlets (orangeade stands) in the Metropolitan New York area and New Jersey and write on an official entry blank obtained at any one of the above stores the approximate total number of customers making purchases during the week.

The number will be determined by a staff of accountants who will check sales slips weekly and all decisions will be final.

KLZ Seasonal Circular

In an attractive folder titled "Where Business Goes in the Summertime", KLZ of Denver points out the advantages of radio advertising at this season of the year in the part of the country where an unusual number of folks are to be found vacationing.

"While they're cooling off in Colorado, don't let them cool off on you!" is the circular's sage advice.

WCBS Coverage Data

A new coverage data folder has been issued by WCBS, Springfield, Ill. The information is briefly presented with map, tabulations and other matter.

Ferris Incorporates West

Earle Ferris' new coast publicity offices have been incorporated in California under the name of Earle Ferris Radio Feature Service Inc., located in the Taft Bldg., Hollywood, with Ferris as president-treasurer; Irving Parker, vice-president and general manager, and George Lesall, secretary. Roberta Woodburn, account executive, and Connie Vance, former publicity director for KNX, also are among the coast personnel.

"Flying Dutchman" Back

"Flying Dutchman," William Stoess' program from Cincinnati, returns to WHN on Wednesday, 8:45-9 p.m.

Programs That Have Made Station History

No. 7—WSJS' Dr. Carlton's Health Talks

ON May 31, WSJS, Winston-Salem N. C., celebrated the seventh anniversary of its oldest continuous program. Every Monday evening at 8 o'clock since June 1, 1930, Dr. R. L. Carlton, head of Winston-Salem's City Health Department, has brought to the community a personal message on the subject of individual and public health or has presented some outstanding figure in the field. The program on May 31 was his 364th.

One of the principal reasons for the ever-increasing success and influence of the health program is the

fact that Norris O'Neil, general manager of WSJS, has never exercised censorship on the doctor's remarks, believing that the station's audience has a right to hear frank discussions of any and all health problems, and that radio is the best means of bringing these discussions to it.

All opportunities to sponsor the program are turned down. Dr. Carlton's Health Talks are strictly a public service.

Dr. Carlton's radio anniversary comes shortly after WSJS's seventh birthday, celebrated on April 17.

Coming Events

June 1-10: Radio-television exposition, Moscow.

June 8-9: Radio Manufacturers Ass'n annual convention, Hotel Stevens, Chicago.

June 10-13: Radio Parts Manufacturing Trade Show and Institute of Radio Service Men, Hotel Stevens, Chicago.

June 10-17: British Television exposition, organized by Radio-Electrical Industry of Great Britain, South Kensington Museum, London.

June 13-16: Pacific Coast Advertising Club convention, Hotel Utah, Salt Lake City.

June 14: American Federation of Musicians' annual convention, Louisville, Ky.

June 20-23: National Association of Broadcasters' annual convention, Hotel Sherman, Chicago.

June 20-23: Advertising Federation of America's 33rd annual convention, Hotel Pennsylvania, New York.

June 21-24: American Institute of Electrical Engineers' convention, Milwaukee.

June 21-24: Summer Convention of the Canadian Electrical Convention, Banff, Alberta.

June 26-July 3: National Education Ass'n Convention, Detroit.

July 12-17: International Congress of Short Waves, Vienna.

Aug. 2: Semi-annual meeting of the American Radio Telegraphers Association, New York.

Aug. 23: Credit Retailers' Ass'n of America annual convention, Hotel New Yorker, New York.

Nov. 26: Inter-American Radio Conference, Havana.

Equity Results Today

Results of the general election of Actors' Equity are expected to be announced sometime today, it being understood that the Frank Gillmore regime remains fairly intact. Nothing new was brought up at the annual meeting Friday regarding organization of radio actors.

NBC Golf Tournament

NBC Athletic Ass'n will hold a golf tournament at the Rockland Country Club, Sparkill, New York, on Wednesday. Golf committee consists of George Engles, John F. Royal, Dan S. Tuthill, Mark Woods and A. Frank Jones, chairman.

Latin Program Resuming

"The Other Americas", with Edward Tomlinson, commentator, resumes tomorrow as a regular Tuesday feature over the NBC-Blue network at 10-10:30 p.m.

New Charles P. Hughes Show

Chicago—Charles P. Hughes has a new show, "Summer Melodies", in the interests of 42nd Street facial cream, over WAAF six mornings weekly. McGovern-Charles is the agency.

RADIO EDITORS' FORUM

We Need More and Better Publicity

By MARY LITTLE

Radio Editor, Des Moines Register & Tribune

AS one of the big ten among American newspapers from the standpoint of liberal space to radio, The Des Moines Register & Tribune makes use of a large amount of publicity received from networks, advertising agencies and independent press agents. From our standpoint, therefore, we must disagree with Dorothy Mattison when she urges cutting down the publicity output. We need not less publicity and fewer press agents but more of both. However, we do need better press agents in the business. Publicity that constitutes news, too, is desirable for radio columns. Here is where some press agents fall down. Having, obviously, no newspaper training, they lack the newspaper slant, write fan magazine stuff rather than newsy or human interest material for newspaper radio columns. But that is no indictment of the publicity system in general. There are men in many occupations who don't belong. It is up to the radio people who hire press agents to select those with background and ability to write in both newspaper and magazine mediums. In some cases artists refuse to pay a proper wage and therefore get just about what they're paying for.

We find surprisingly little duplication of effort among publicity sources. Networks, advertising agencies and independent press agents may all write about the same program and star, but there is a difference in methods of handling, highlights featured and material included. Where networks and agencies usually feature a program and have only incidental material on artists, the independent press agent will take the opposite tack—and both groups are welcome here.

As for lack of time to read publicity material sent in and therefore tossing everything into the waste basket, I don't think that's customary

in most newspaper radio departments. Perhaps we get less material than is received by Miss Mattison's office, though even that is doubtful, but we've developed a speedy, efficient system for checking material, using the most notable and newsworthy quickly, throwing away the utterly impossible and saving the material that might complete our already large files on radio people for a day of dearth.

As for listening to the radio, we manage to do that rather conscientiously. We have a radio in our office and make it a point to tune in on shows we should check and review. The total of new shows is never so tremendous that an editor can't get a day's work done and listen to programs, too.

One aspect of publicity most press agents might develop further is the photographic. In our case, we use a hundred pictures a week and can always use more photos.

But we have no complaints when an advertising agency sends out a greater amount of publicity than we can actually use. If it's well done, we welcome it. We don't expect others to write our column for us; we have a blue pencil and know how to use it. And if some of the material sent to us doesn't get in today's column, it's still good file stuff for future consideration.

Perhaps it's all in the attitude, but radio is a department of the newspaper, it strikes us, that resembles the newspaper in general. A newspaper editor doesn't throw out one wire service because it covers the same stories handled by another service. He doesn't throw out both services because he has a reporter covering the same story. The radio column like the newspaper itself is a process of selection gauged by news and human interest value.

CHICAGO

VIVIAN DELLA CHIESA has signed to appear with the Chicago City Opera company this fall. Robert Griffin, leading actor of "Mary Marlin" and "Today's Children," is turning baritone on the latter show these days.

Gladys Butler has replaced Phyllis Norton as singing lead in Gold Medal's "Modern Cinderella" and Clark Dennis supplanted Eddie Dean as male warbler. Dave Gothard is the speaking voice for this part.

Ralph Andre, brother of Pierre Andre, free lance announcer, is writing scripts for Blackett-Sample-Hummert.

Muriel Stafford, handwriting analysis expert, is readying a show for Mutual auditioning.

Jack Fulton of Wrigley's "Poetic Melodies" planned to St. Louis to guest at KMOX.

LOS ANGELES

E. D. BEDELL, who has been second in command of the firm's affairs, last week took over the general managership of Radioads, following a meeting of the board of directors called after the resignation of M. J. Mara. Bedell says the firm will continue its policy of producing five minute commercial disks as selling aids to the various industries, and will handle custom built transcriptions.

Bobby Breen and Deanna Durbin set to remain on the Cantor Texaco summer show for two more weeks. Igor Gorin, originally set to start with the summer series, will join the cast the third week.

Bill Price ork replacing Val Lightner at Monte Carlo Gardens, airing by remote for two night broadcasts over KMTR.

San Francisco

Muriel Elstrom, soprano, will be featured in an Orange CRS net show, "Casino de Paree," written and produced here.

Charles E. Peck, relief operator, will fill in at KYA during the vacation period of the technical department.

NBC's Vera Vague, Leo Cleary, Ken Gillum and Charley Marshall and Mavericks entertained RCA Manufacturing Co. moguls at the Hotel Oakland.

Milton Samuel, NBC press ace, has been hosting Harry Brundrige, St. Louis Star roving reporter, who came up from H'wood to do stories on John Nesbitt, Meredith Willson, and members of "One Man's Family."

Bernie Milligan, former L. A. radio editor and now radio production man, still in town after his trip here for Golden Gate Fiesta.

Ethel Cotton, well-known for her nationwide broadcasts of the "Art of Conversation," back to her native Frisco and huddling about cutting discs for Lord & Thomas.

Herb Caen, radio ed of S. F. Chronicle on vacash in Movieville while Howard Needham, former ed, pinch-hits.

Ralph Richards, NBC pianist, has left for Chicago to study with Rudolph Ganz with whom he won a scholarship.

Langendorf United Bakeries, about to junk Bennie Walker's amateur show, decided to save the vehicle and injected new blood in it in the form of Reg Code, veteran S. F. showman. Amateur standards will be raised and Code will book show into district theaters and handle all outside promotion.

Vitalis Series Starts On WLW Line Tonight

Bristol-Meyers (Vitalis) begins its new series over the WLW line tonight, from 8:30-9. The series, set for a 13-week run, will originate at WHN studios and will be aired over WFIL and WLW. Programs, entitled "For Men Only," will feature Ray Sinatra's orchestra and Joey Nash. Guest stars will also be used each week.

New series is the first national advertiser to buy time on the newly organized wire. The service, which also includes KQV, has already received orders for time from other national time buyers, but programs are not set to begin until the fall.

Pedlar & Ryan, agency handling the series, has set Bert Acosta, Alec Morrison and Estelle Taylor for the first airing.

Libby Hall in New Spot

Libby Hall, now featured soloist with Dick Messner and orchestra, also vocalist with Julian Woodworth's orchestra, will be heard in a new WMCA spot, Fridays at 7:15 p.m., starting this week.

HEAVY ET COMPETITION SEEN AT NAB MEETING

(Continued from Page 1)

and wants a drastic departure from the cut and dried library.

While NBC is out to present a revision of its type of continuity and program setups, it will also offer the subscriber a comprehensive service to go with the disk series that goes commercial, a complete guide book that does not stop with the broadcaster, but continues to help, including the sponsor. More 15-minute programs will also be an NBC specialty.

Standard Radio is heralding a surprise, having done unusually well with its new features each season to date, including the series of sound effects and local color to fit various type shows. World Broadcasting System, somewhat in a different position than most organizations, will also be on the job with new features. WBS's method is considered by many as an ideal plan and as having the custom field pretty well sewed up.

Vinylite (Associated Music Publishers subsidiary) will also be represented at the NAB, having made vast strides the past two seasons with the cream of selected stations, and again offering unusual recordings. Several coast organizations are expected to be present in Chicago, including the San Francisco and Hollywood contingents.

Universal's Plan

Considerable interest is expected to be centered on the plans of the Universal Radio Corp., making its debut at an NAB meet. Universal will offer a complete service of series, distinctive and protected in each locality and range of station coverages. Innovation in distribution is planned in key cities for better and exclusive service, the distributing method being worked out along the lines of motion picture exchanges.

In addition to what is believed to be a record breaking low price, Universal's scripts and music combined, will lean greatly toward the non-royalty and license stuff, yet freshly treated in every manner.

Due to the stronger competition this season and the fact that broadcasters have had an opportunity to try out all types of service, majority of stations using two or more serv-

★ Coast-to-Coast ★

FORMATION of a network in Australia, whereby the Commonwealth Broadcasting Corp. of Brisbane has absorbed, among others, the J. B. Chandler & Co. radio activities, will result in The Script Library, formerly handled in Australia by Chandler, having its material broadcast over the entire dominion chain of 12 stations. Stuart F. Doyle, Australian theater magnate, holds the major interest in the Commonwealth network.

Bob McKee, announcer of WCAE, Pittsburgh, receives his A.B. degree at the University of Pittsburgh on Wednesday.

WVFW, Brooklyn, will have Stan Shaw, the Milkman, and Allen Courtney, the ad lib artist, as special guests on its sports program June 10 at 5 p.m. Yesterday afternoon Jack Dempsey appeared along with the Italian Golden Glovers. Another recent guest luminary was Frank Straface, international golfer.

The Chernovetz Trio of New Haven, a family affair composed of Paul, Nellie and Michael, will be heard Tuesdays at 7:15 p.m. over WICC, Bridgeport.

Charley Rowe of WCAE, Pittsburgh, recently became the daddy of a girl.

Joseph Sampietro and his KOIN (Portland, Ore.) vocal and instrumental ensemble have a half-hour weekly broadcast over the CBS Pacific network, featuring Dorothy Rolfsness, contralto, Walton McKinney, tenor, and Geraldine Peterson, viola.

Bill Steele, who finished a month's engagement at the Club Mayfair in Boston, is playing a week at the Metropolitan Theater.

Neal O'Hara, columnist, and Joe Toye, editorial writer of the Boston Traveler staff, took part in commercial audition at WEEL. Great secrecy surrounds the sponsor's name.

Larry Collins, trick trombone player, has been signed by NBC Artists Service. He will guest on various variety shows.

Charles A. Schenck Jr., who has been connected with CBS and NBC, and who originated the "Time" and many other programs, had a birthday on Saturday.

ices, keen selling will be needed if stations are to be urged to take more than one or two brands of stuff. Fact that renewals are up for many subscribers is another incentive to present "something new."

Delegation of ET men will probably be the biggest to date. NBC has already announced several men to attend its exhibit in addition to Lloyd Egner, head of Thesaurus, and

"Red-Head Baker," drama by Albert Maltz, originally scheduled to be presented by the Columbia Workshop over CBS on June 13, has been postponed to June 20 at 7 p.m.

Del Casino, CBS tenor, will be formally presented with a commission as "Ambassador of Song" to the Pan-American Exposition opening in Dallas on June 12, during his broadcast tomorrow on the WABC-Columbia network at 5 p.m. Notification of his appointment was received by Casino in a personal telegram from Governor James V. Allred, honorary director general of the 142-day fete.

David Penn, formerly news commentator at WHIO, Dayton, has been added to the staff of WCOL, Columbus, as news commentator.

WSPD, Toledo, broadcast the Inverness Invitational Golf Tournament June 3-6, using a "pack transmitter" for the first time in Toledo.

Hal Nichols of KFOX, Long Beach, Cal., seeing that summer transient visitors are increasing, signed the Villa Riviera, Long Beach's largest ocean front hotel and apartment house, to take to the air in a bid for guest trade.

Lady Sunshine, Old Man Happy's chief assistant at WPTF, Raleigh, N. C., takes over the Children's Birthday Party, giving Gordon Meriwether, regular custodian, a well-earned vacation.

H. K. Carpenter, Manager of WHK, Cleveland, and former manager of WPTF, will visit in Raleigh June 27-July 4, renewing old acquaintances with whom he is one of radio's most popular personalities.

Lee Johnson, who is replaced on the WBRY (New Haven) announcing staff by Norbert Alexis, has connected with WOC, Davenport, as musician.

Charlie Purcell, of WCAO, Baltimore will officiate at the Century Theater at the public tests of local talent for the discovery of candidates for Hollywood. As master of ceremonies, Purcell will present the candidates as well as the representatives of M-G-M Studios.

Joe Lopez and Dick Voynow of WICC, Bridgeport, went to Providence for the WEAN 15th Anniversary Dinner Saturday.

Frank Chizzini, his right-hand man. M. E. Tompkins and Loren Watson of Vinylite will be on hand, also Herbert Ebenstein, Universal Radio Corp.; Jerry King and Milton Blink and assistants, Standard Radio; Percy Deutsch and Bill Hoppes, World; Clarence Venner, Conquest Alliance, and others, including the phonograph recording concerns eyeing and breaking into the custom field.

ANOTHER SPORT EVENT IS SNATCHED BY CBS

(Continued from Page 1)

be able to have their microphones at the official starting and finish posts and along the route. Anybody can cover the event from the air or from the banks of the Hudson River. NBC and Mutual plan to do just that. Graham McNamee, Ben Grauer and Bill Stern will handle the assignment for NBC, with Dave Driscoll and Jerry Danzig doing the Mutual job. It is assumed that Ted Husing will do the splicing for CBS.

In bidding for the radio rights to the Regatta NBC was first, filing a three-year bid. CBS asked whether the collegiate rowing associate would approve of its covering the event via airplane, and was told that it was for sale. Through some "leak" CBS found out what the NBC bid was and topped it. In fact CBS filed two bids, one for the coming event and the other covering the next three engagements.

In the meantime Mutual obtained a prospective sponsor and entered a bid, later withdrawing when sponsor decided not to go through with the deal. Lawrence Lowman, CBS vice-president in charge of operations, set the deal for CBS.

Tele-Film Projector Shown at Paris Expo

(Continued from Page 1)

German Pavilion of the newly opened Exposition Internationale. The "Bildfanger" or "picture-catcher" may be exchanged against another one without interruption or phase regulation, so films and open-air scenes may be alternately televised by interchanging the picture-catcher established on the roof of the pavilion and another such instrument placed in the hall.

Lyman Cooley at WHO

Des Moines—Lyman Cooley, Radio's Rolling Stone, has joined the staff of WHO artists and will present his travelogs Sundays and Thursdays.

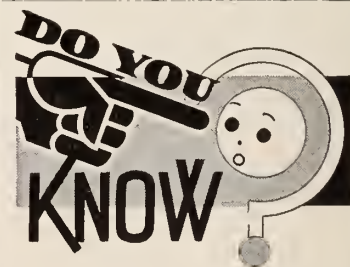
Hubbell Joins WQXR

Richard W. Hubbell has been added to WQXR's announcing staff.

ONE MINUTE INTERVIEW

MARY EASTMAN

"When I started to study singing I learned one lesson I'll never forget. 'Smile when you sing,' an old professor advised me, 'and you'll get that smile into your voice.' I was training for the concert stage at the time and I was taught the importance of injecting personality into a song. Of course the fans can't see you smile over the air but believe me they'll be able to 'hear' that smile."



Andre Kostelanetz at the age of 5½ gave a concert with his piano teacher in Russia before the late Czar Nicholas.



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 84

NEW YORK, N. Y., TUESDAY, JUNE 8, 1937

FIVE CENTS

Mason Dixon Group Shifting Control

TAY GARNETT OF FILMS NOW RADIO PRODUCER

West Coast Bureau, RADIO DAILY

Los Angeles—Tay Garnett, top bracket director-producer, today set a precedent for successful film makers when he announced his entry into radio production. His statement that he plans to launch an extensive producing unit here follows only by a few weeks his declaration that he would go into the business of producing pictures instead of only directing them. At that time United Artists made a deal with a group of motion picture leaders for pictures to be made under the banner of Renowned Artists. Garnett, one of the founders of Renowned, now

(Continued on Page 3)

Foreign Language Field Attracts More Sponsors

American manufacturers are becoming more and more conscious of the foreign language market and the results to be obtained through radio programs directed to this field, according to Norman B. Furman, who recently established his own firm, Norman B. Furman Inc., spe-

(Continued on Page 3)

Three Network Programs Recessing for Summer

Last performance of the Lux Radio Theater on CBS, Mondays, 9-10 p.m., will be heard on July 5. Show will return again in the fall.

Liggett & Myers Tobacco Co. (Granger pipe tobacco), with Alexander Woollcott, will sign off the air after the July 6 broadcast.

Robert Ripley, scheduled to begin a new series for General Foods

(Continued on Page 3)

New Station on Air

Corsicana, Tex.—A new radio station, KAND, is now operating on a daylight schedule here. Owned and operated by Frederick Slauson and J. C. West, under the name of Navarro Broadcasting Ass'n, it has a frequency of 1,300 kilocycles and power of 100 watts. Russell D. Becker is manager; Thomas Bruce, production manager, and C. H. Cannafax, commercial representative.

MOVIE FIRMS TO CURB STARS IN RADIO WORK

Major film producers and distributors are in agreement with the exhibitors that there are many evils to be corrected in connection with the appearances of film stars on the air, and the movie firms plan to correct such evils, it was stated yesterday by Walter Vincent, chairman of the Motion Picture Theater Owners of America. Each company is to act individually, Vincent said. He declined to go into details about the steps to be taken beyond saying that film stars must possess radio personalities before they are allowed to go on the air.

Hudson Motor Program On CBS Coast Network

West Coast Bureau, RADIO DAILY

Los Angeles—Hudson Motor Co. will go on the air over CBS coast net with a half-hour variety show to start June 15, at 8:45-9:15 p.m. PST, under a contract just placed through the Brooke, Smith & Friend agency. Lud Gluskin and a 20-piece orchestra,

(Continued on Page 3)

Eastern Radio Chain Asks Permission of FCC to Transfer Control to J. H. and J. F. Steinman

AAAA NAMES OFFICERS FOR SECTIONAL CHAPTERS

Officers and governors of the sectional Councils and Chapters of the American Association of Advertising Agencies have been elected for the year ending March 31, 1938. New officers and governors, and those continuing in office, are:

New York Council, Chairman: B. C. Duffy, Batten, Barton, Durstine & Osborn; Vice-Chairman: Theodore L. Bates, Benton & Bowles; Sec.-Treas.: Everett W. Hoyt, Charles W. Hoyt Co.; Governors (in addition to above): Ted Patrick, Young & Rubicam; Chas. Dallas Reach, Newark; V. O. Schwab, Schwab & Beatty.

New England Council, Chairman: Ernest V. Alley, Alley & Richards Co., Boston; Vice-Chairman: A. E. Greenleaf, Greenleaf Co., Boston; Sec.-Treas.: Mason L. Ham, Mason L. Ham, Advertising, Boston; Governors (in addition to above): Henry B. Humphrey, H. B. Humphrey Co., Boston; J. L. Lavin, Lavin & Co., Boston.

Atlantic Council, Chairman: Rowe Stewart,

(Continued on Page 3)

WJBK Signs Auto Union For One-Year Contract

Detroit—United Automobile Workers Union announces it has signed a one-year contract with WJBK for 15-minute programs daily plus a 30-minute Sunday morning shot. UAW says broadcasts will include addresses on unionism, labor news events, talks on workers' education and labor musical programs. Organizer Richard T. Frankenstein will be in charge of programming. Date of first broadcast will be announced later.

Old CBS Shares Are Called In Under Two-for-One Exchange

In accordance with increase in capitalization voted at the annual and special meeting of stockholders in March, CBS yesterday sent notices to stockholders that certificate effecting such change was filed with the Secretary of State on Friday and

the corporation is now authorized to issue one share of new \$2.50 par value for each \$5 share held.

Stockholders are requested to bring or send the old shares to the corporation's transfer agent, New York Trust Co., Corporate Trust Dept.

Washington Bureau, RADIO DAILY

Washington—Six eastern stations now controlled by Mason Dixon Radio Group Inc. have applied to the FCC for authority to transfer control to J. Hale Steinman and John F. Steinman.

The stations are: WDEL and WILM, Wilmington, Del.; WAZL, Hazelton, Pa.; WEST, Easton, Pa.; WGAL, Lancaster, Pa., and WORK, York, Pa.

MUTUAL MAY BILLINGS 2.7% ABOVE YEAR AGO

Mutual gross billings for the month of May totaled \$133,431, an increase of 2.7 per cent as compared with May 1936. Accumulated revenue for the first five months of the year is \$917,185, up 16.2 per cent over the same period a year ago.

Discontinuance of the Feen-A-Mint and Father Coughlin programs within the past few weeks has seriously affected MBS billings.

NBC Scout to Look Over Summer Theater Talent

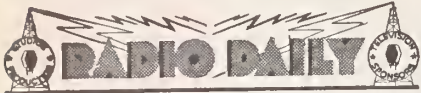
J. Ernest Cutting, NBC Artists Service talent scout, will comb the summer theaters this season, with a view to unearthing motion picture possibilities as well as radio talent. This is one of the first ventures of its kind by the networks.

Ale Hounds

Kansas City—A 32-word announcement preceding Walt Lochman's KXBY sports chat, offering six bottles of Red Top Ale free to all who phoned within 30 minutes, brought so many replies that telephone company called quits. Station handled 156 calls, while 600 more couldn't come through because lines were tied up, phone company reported.

Wins Without Trying

Dallas—WFAA's "Quest for Talent" program turned out to be a quest for announcers when the program of KFRO at Longview was placed on the Dallas station. After hearing KFRO's Earl Kalusch announce, WFAA offered him a job here, and he accepted. Travis Cabiness, formerly of WBAP, joined KFRO to succeed Kalusch.



(Registered U.S. Patent Office)

Vol. 1, No. 84 Tuesday, June 8, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk and Verne Bailey, 6425 Hollywood Blvd. Phone Granite 6607. Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

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FINANCIAL

(Monday, June 7)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	168	167½	167½	+ ½
Crosley Radio	20½	20½	20½	— ½
Gen. Electric	54¾	54¾	54¾	— ½
North American	25¾	25¾	25¾	— ¼
RCA Common	9	8¾	8¾
RCA First Pfd.	69	69	69	+ ¾
RCA \$5 Pfd. B.	(93 Bid)		105 Asked	
Stewart Warner	18½	18½	18½	— ¼
Zenith Radio	33½	32¾	32¾	— 1

OVER THE COUNTER

	Bid	Asked
CBS A	55	56¼
CBS B	54½	55½
Stromberg Carlson	14¼	15¼

CBS Stations to Get Peak Volume Limiter

CBS will attempt to increase the signal intensity of its stations when the Automatic Peak Volume Limiter is installed on the control panel of the transmitters of WABC, WBBM, WCCO, WBT, WJSV, WEEL, WKRC, KNX and W2XE the latter part of this month. It is believed that the new "Ghost Engineer" will provide the stations with an increased signal intensity almost double the present power of the outlets.

The Automatic Peak Volume Limiter has been developed by the Bell Telephone laboratory engineers. The installation by CBS will be its first commercial tests.

RADIO EVENTS, INC.

AN INDEPENDENT PRODUCING GROUP SERVING ADVERTISING AGENCIES

535 Fifth Avenue, New York, N. Y.

From script to production—that extra something that's good radio

NETWORK SONG FAVORITES

Following is an accurate list of performances for the week ending June 5, covering songs played from 5 p.m. to 1 a.m. on CBS and two NBC networks. Only compositions played 15 times or more are included. This listing is a regular Tuesday feature in RADIO DAILY.

Selection	Publisher	Times Played
It Looks Like Rain (Joe Morris Music Co.)		31
Never in a Million Years (Robbins Music Corp.)		30
Carelessly (Irving Berlin, Inc.)		27
September in the Rain (Remick Music Corp.)		26
They Can't Take That Away From Me (Chappell & Co.)		26
Sweet Leilani (Select Music Co.)		24
There's a Lull in My Life (Robbins Music Corp.)		21
They All Laughed (Chappell Music Co.)		21
Where Are You (Leo Feist, Inc.)		21
Was It Rain (Santly-Bros-Joy, Inc.)		20
When Two Love Each Other (Joe Davis, Inc.)		19
Johnny One Note (Chappell & Co.)		18
Let's Call the Whole Thing Off (Chappell & Co.)		18
Sailboat in the Moonlight (Crawford Music Corp.)		18
Blue Hawaii (Famous Music Corp.)		17
Love Bug Will Bite You (Santly Bros-Joy, Inc.)		17
On a Little Dream Ranch (Shapiro, Bernstein, Inc.)		17
Turn Off the Moon (Popular Melodies)		17
Where or When (Chappell & Co.)		16
It's Swell of You (Robbins Music Corp.)		15
Swing High, Swing Low (Famous Music Corp.)		15
The You and Me That Used to Be (Irving Berlin, Inc.)		15

WMT Staff Additions

Cedar Rapids, Ia.—With the coming of graduation in Iowa colleges, Doug Grant, program director for WMT, Cedar Rapids-Waterloo, has added two new members to the staff here.

Harriet Blake, graduate of Cornell college at Mt. Vernon, takes over the duties of continuity chief, while John Palmer, present continuity writer, moves to the sales staff.

Starr Yelland, formerly with WSUI in Iowa City, joins the announcing staff of the Cedar Rapids studios. He will be heard with Bert Puckett on the baseball games and will take some of the daily news broadcasts. WMT now carries a Western League game every night with the play-by-play beginning at 9:30 p.m.

WHBF Airt "Tin Can Derby"

Rock Island, Ill.—The unique "Tin Can Derby" sponsored by the Davenport Junior Chamber of Commerce and held at the Mississippi Valley Fair Grounds, was aired exclusively by WHBF and created a good deal of interest. This derby was limited to Model-T Fords racing over a 75-mile course. Event furnished thrills and comedy. Roy Maypole observed and announced from a 50-foot flagpole, while Woddy Magnuson, WHBF's second announcer, assisted in interviews.

"Flood Waters" Song Premiere

Ralph Story's song of the recent Mississippi disaster, "Flood Waters, Don't Knock on My Door," dedicated by E. H. Marks, publisher, to the Federal Theater Project for "its splendid service in sending theater troupes to the stricken area and keeping up the morale of the people," will have its radio premiere tonight in "Serenade at 9," presented by the Radio Division of the Federal Theater on WMCA, 9-9:30 p.m.

WFBR 15th Anniversary

Baltimore—Featured by the dramatic re-enactment of many early radio features, WFBR celebrated its 15th anniversary on the air Saturday night with a one-hour program. Raymond Tompkins, well known for his "Light on the News" program, Gas & Electric Co. feature over the station, acted as narrator. The station is said to have been the first to broadcast a speech by a President of the U. S. when the late President Harding visited Fort McHenry to dedicate a statue in 1922. The station also is said to have been the first to broadcast a parade, that of the Moose Lodge in 1923, announced by Stuart Kennard, who is still at WFBR.

Radio Bingo on WFAS

White Plains, N. Y.—Sponsored by George W. Loft Markets Inc., a giant weekly Radio Bingo Party will start June 17 over WFAS, under arrangements negotiated by B. M. Middleton, commercial manager of the station.

Anyone requesting a "Bingo Card" at the Loft Markets will be given one without cost or obligation. Listeners will check their cards against numbers called over the air during the weekly Loft broadcast. All listeners who score a Bingo will receive a handsome cash prize when submitting their cards within 48 hours to the George W. Loft Markets in White Plains or New Rochelle.

WE CAN'T GO ON
THIS WAY
A TORCH BALLAD THAT
CAN BE SWUNG

ROY MUSIC CO. 1619 BROADWAY, NEW YORK, N. Y.

COMING and GOING

GEORGE SCHER of Lennen & Mitchell returned from a three-week trip yesterday. Visited Miami Beach and the gulf.

BENAY VENUTA flies to Chicago immediately following her broadcast June 13. Will audition for an agency on the following day and return to New York the middle of the week.

H. V. KALTENBORN will appear before the Rotary Club of Winston-Salem, N. C., June 15.

RALPH WONDERS arrived yesterday from Cleveland and Chicago.

SYLVESTER Q. CANNON, president of the board of KSL directors, has left Salt Lake City for an eastern business trip.

A. A. SCHECHTER, NBC director of news and special events, was scheduled to leave for Bermuda this morning aboard the Bermuda Clipper.

WILBUR B. LEWIS and DOUGLAS COULTER, CBS director of broadcasts and his assistant, respectively, left town over the week-end for Hollywood.

SAM COOK, head of WFBL, Syracuse, is a New York visitor.

CECIL D. MASTIN and HARRY TRENNER, manager and commercial manager of WBNF, Binghamton, will be in town today.

F. C. EIGHMEY, manager of KGLO, Mason City, is in town.

VANCE BABB, NBC manager of press, returned yesterday from a week on the road.

F. W. BRYANT, WBS Chicago station relations man, is in town visiting WBS offices.

WILLIAM HOPPES, head of WBS station relations department, is on the road. He is expected back by Wednesday.

RAYMOND R. MORGAN, head of Raymond R. Morgan Co., Hollywood, is in New York visiting clients.

TOM MARTIN of Rockwell-O'Keefe Inc. returns from New Orleans and Dallas today. DICK INGRAM of that office leaves for Pittsburgh on business the latter part of the week. BILL BURTON departs the early part of next week for Boston, to conduct a campaign in connection with the Bob Crosby opening at the Ritz-Carlton Hotel, July 8.

Testimonial for Weiss

West Coast Bureau, RADIO DAILY

Los Angeles—Lewis Weiss, general sales manager of the Don Lee network, who heads east on June 15, his first stop being the NAB convention, will be tendered a testimonial luncheon in Chicago by Percy L. Deutsch, WBS president.

After the convention Weiss will go to New York to confer with Mutual officials regarding fall programs to emanate from the west coast. Weiss will be accompanied by Wilbur Eichelberg, manager of KFRC, San Francisco.

The Tavern RADIO'S RENDEZVOUS

MAKE THIS YOUR
LUNCHEON—
DINNER—SUPPER CLUB

158 W. 48th St.

Toots Shor

TAY GARNETT OF FILMS NOW RADIO PRODUCER

(Continued from Page 1)

also becomes a radio producer as well.

His first show, "World Cruise," has just been cut by Columbia Broadcasting System and offers a highly dramatic series of complete episodes which transpired when the Garnett expedition were en route around the world aboard the 100 foot S. Y. Athene.

Garnett plans to have his second show ready for audition within the next two weeks. It has been prepared for a 52-week series of 15-minute shows. It differs from the first in that it has cinematic background and atmosphere.

Robert White, widely known Chicago staging expert and producer, is connected with the Garnett company, which is under the supervision of Douglas Hodges. Others attached to the staff to date include Christopher Craig, James Vandevere and Jack Mulcahy.

Foreign Language Field Attracts More Sponsors

(Continued from Page 1)

cializing in foreign language radio advertising.

Among accounts whom Furman already has convinced to use foreign language programs are Miles Laboratories (Alka-Seltzer), D. Wroblewsky & Co. (Kalvariski Vино, tonic), Guardian Loan Co., Borden Ice Cream Co., Raisen & Levine (Puritan Brand Dairy Products), David's Fifth Ave. Inc. store, and others.

Pointing out that New York City alone has three-quarters of a million Jews as well as large proportions of Italian, German, Polish and other families, where English is little understood by the parents who constitute most of the purchasing power, Furman says that programs directed to these potential buyers in languages that they understand are bound to bring excellent results.

Jewish Market Specialist

Advertisers Broadcasting Co., specializing in Jewish programs for the past five years, has found this field very profitable, the company reports. Leading American advertisers, through their agencies, make up the clientele, and WMCA is the station. Programs are designed to reach the whole Jewish family, young and old, and while entertainment is Jewish in content, the vehicle is the English language, with a commercial in Yiddish appended.

Sponsors who have used the pro-

Donald Peterson

PRODUCING

THE ST. ANTHONY HOUR

SUNDAY, 9:30 A.M.

WHN, WIP, COLONIAL NETWORK

NEW PROGRAMS—IDEAS

WTAX Bees for Civic Clubs

There have been all kinds of spelling bees, but WTAX, the Jay A. Johnson station in Springfield, Ill., has started one that promises to be of unusually wide interest and productive of good results.

The station has organized a spelling match between civic clubs, such as the Lions, Kiwanis, Optimists, ABC, etc. Opening session, last Friday at 7:30-8 p.m., went over in a big way. Every participant entered into the spirit of the thing in such a hilarious way that it made exceptionally good listening. The Lions Club and the American Legion Post were first participants, and Roy Rhoades, assistant county supt. of schools, acted as master of ceremonies.

This program will be sponsored by A. Dirksen & Sons, local furniture house. It will take approximately nine weeks to get to the finals. A local jeweler has donated a handsome loving cup for the winning team.

"Air-Conditioned" Schedule

Down in Missouri, where the summer sunshine is really hot and the nights are cool, listeners of KFRU in Columbia are experiencing what the station's Program Board has designated as being an air-conditioned program schedule. Believing that music, especially in the lighter mood, is the "coolest" thing to listen to, the Program Board members revised programs to conform with this philosophy. A predominant feature of KFRU's daily schedule is "Unbroken Melodies," straight musical shows minus the usual introductions. The KFRU Saturday Nite Club, 10 p.m. to 12 midnight, features two solid hours of dance melodies with announcer breaking in only on the quarter-hours with program and station acknowledgments.

"Literature on Parade"

Literary minded of Southern California dial to KFOX, each Tuesday night at 8:30 when "Literature on Parade" takes the air. Sponsored by

Hudson Motor Program On CBS Coast Network

(Continued from Page 1)

Virginia Verrill, Three Hits and a Miss, and Clark Ross, tenor, already signed. Producer, scripters and program details not yet set.

"Prof. Quiz" at New Hour

Kelvinator on July 3 will switch the present "Prof Quiz" CBS program to the 9:30 p.m. Saturday spot, leaving the repeat as is at midnight. New spot is made available by the folding of the Nash Speedshow.

grams include Postum, Diamond Crystal Salt, Ralston, Bond Bread, Maxwell House Coffee, Silver Dust, Forhan's Tooth Paste, International Salt, Hecker's Flour, Jell-O and others.

a local book store, the program brings in-the-flesh interviews with nationally known authors. Newsy comment and publication notes and forecasts on books and writers supplements the actual interview. Among the famous authors who have appeared on "Literature on Parade" are: Lloyd C. Douglas, Eleanor Wilson McAdoo, G. B. Stern, Edwin Corle, Clifford Knight, Harold McCoy and Don Blanding.

WTMJ's "Kut-up Kollege"

A new comedy show, "Kut-up Kollege," has gone on the air at WTMJ, Milwaukee. Show features some plain and fancy fun led by WTMJ's venerable "Professor" Harry Ford, Ph. D. D. (Droll Doctor of Philosophy). His hecklers are drawn from the station's tried and tested comic staff... Russ Leddy as Tim O'Brien, Maurice Kipen as Ginsberg, Jean O'Day as Goldie Twitch and Chris Axelsen as Olaf Yonson. The dizzy Park Avenue Hillbillies form the "Kut-up Kollege Band." Walter Grebe, director of the "band" and Droopy Stark, washboard stylist, also have parts in the show. This curious class will convene Monday nights at 10:15, when all good little kiddies should be in bed.

Disked Musical Salutes

WFBL, Syracuse, has inaugurated a series of musical salutes by various communities in Central New York, presented by special electrical transcriptions made with its portable transmitter and recording equipment. The outfit is mounted in a covered wagon trailer, which visits the various villages and "cans" the programs for future use. Greetings from the mayor or representative of the town visited are included in each broadcast.

Library on the Air

Public Library of Long Beach, Cal., has started a trio of broadcasts over KFOX, offering book discussions in informal conversation. Members of the library staff and a newspaper-woman hold the talks.

Three Network Programs Recessing for Summer

(Continued from Page 1)

(Huskies) July 16 on the NBC-Blue network, will air the final Bakers Broadcast for Standard Brands on June 27. Latter program, with Ozzie Nelson orchestra, will probably return in the fall. J. Walter Thompson has the account.

RECORDINGS

Productions -- Transcriptions

Sound Reproductions Corp.

17 West 46th St.
New York City

Telephone
BR 9-8265

AAAA NAMES OFFICERS FOR SECTIONAL CHAPTERS

(Continued from Page 1)

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Washington Chapter, Chairman: R. P. Milne, Milne & Co., Seattle; Vice-Chairman: Warren E. Kraft, Erwin, Wasey & Co., Seattle; Sec.-Treas.: C. P. Constantine, Botsford, Constantine & Gardner, Seattle; Governors (in addition to above): W. H. Horsley, The Izzard Co., Seattle; Norton W. Mogge, J. Walter Thompson Co., Seattle; William T. Prosser, Strang & Prosser Advertising Agency, Seattle; A. H. Syverson, Syverson-Kelley, Inc., Spokane.

Maude Eburne for Radio

West Coast Bureau, RADIO DAILY

Los Angeles—Maude Eburne, stage and screen character actress, makes her radio debut soon in a serialized version of "Beacon Lights," originated and dramatized by Harrison and Jon Slott. Jon Slott, co-author of this feature, also is scripting "White Fires" for CBS.

THE SONGBIRD OF THE SOUTH

★ ★ ★ ★

KATE
SMITH

A & P BANDWAGON

THURSDAYS

CBS NETWORK 8-9 P.M., E.S.T.

EXCL. MANAGEMENT TED COLLINS

★ F. C. C. ★ ACTIVITIES

APPLICATIONS RECEIVED

D. E. Kendrick, Louisville. CP for new station. 1210 kc., 100 watts, 250 watts LS., unlimited.

Sherman V. Coultas, Milton Edge & Hobart Stephenson, Jacksonville, Ill. CP for new station. 1310 kc., 100 watts, unlimited.

EXAMINER'S RECOMMENDATIONS

The Bend Bulletin, Bend, Ore. CP for new station. 1310 kc., 100 watts, 250 watts LS., unlimited, be granted.

Curtis Broadcasting Corp., Indianapolis. CP for new station. 1500 kc., 100 watts, 250 watts LS., specified, be denied.

WKBV, Richmond, Ind. Mod. of license to 1500 kc., 100 watts, unlimited, be denied.

Weco Plans Branch Offices

Seattle—Weco Radio Productions, recently formed by J. R. Lunke to specialize in building of transcribed radio programs for spot broadcasting, plans to open offices soon in San Francisco and Los Angeles. Headquarters are at 315 Seneca St. here. Dudley E. Williamson is production manager.

The firm also is national representative for Seattle Recording Studios Inc., disk makers.

WSPR Celebration

Springfield, Mass.—WSPR has just celebrated its first year on the air. Salutes from Mutual, Colonial and Yankee networks, and the airing of a special "March of Progress" program depicting chief events of the year, were part of the celebration.

Aunt Patty's Children's Hour, conducted over WSPR by Norah Adamson, also celebrated its first birthday Saturday.

B. H. Darrow Joins WBEN

Columbus—B. H. (Uncle Ben) Darrow, founder and director of the Ohio School of the Air, joins WBEN, Buffalo, on Sept. as educational director under a three-year contract. Darrow will teach radio education at Southern Methodist University, Dallas, during the summer.

Shell Show to Recess

Shell Eastern Petroleum Products (gasoline) sponsor of the Saturday night Shell Show on NBC-Red network, will fade for the summer after the June 26 program. Series will probably return to the air in the fall. J. Walter Thompson is the agency.

WDBO Appoints Raymer Rep.

Orlando, Fla.—WDBO, the CBS outlet here, recently appointed Paul H. Raymer Co. as its national representative.

HI-FIDELITY SOUND SYSTEMS

Maintained and Installed
NATIONAL RECORDING CO.
2 W. 46th St., N. Y. C. Tel.: ME-3-3860



● ● ● Jack Lavin, who after resigning as Paul Whiteman's mentor, announced that he would vacation before announcing future plans—has been drafted from "retirement" by Ben Marden—and will attend to the destinies of Mickey Alpert's orchestra exclusively....Ray Henderson and Lew Brown will return to the music publishing business together.... Though Stuff Smith and band are en route to the coast and "52nd Street", they will be notified that they aren't in the flicker and that the spot had been given to a piano-pounder....Charles Carlisle auditioned for Young & Rubicam....Barry Wood has been set for some Chevy Transcriptions.... Irving Mills' son, Richard, had the knot tied Sunday to Shirley Heller, Jackie's singing sister, in Pittsburgh. They will reside in Brooklyn....Dave Rubinoff's daughter, Ruby, will wed Bob Clayman, Pittsburgh ork leader.... Attorney David J. Wolper will wed Sylvia Sirota at the Savoy-Plaza tonite.... Vincent Travers, who leaves the French Casino shortly, phoned his fiancée, Olive Mallett, trans-Atlantic yesterday a.m.... Lily Pons' "comic" number in her next flicker will be "The Widow in the Little Grass Skirt".

● ● ● Baseball fans torn between the desire to listen to the double-header baseball games on WHIO, Dayton, O., and the thrilling finish of the Indianapolis Speed Classic, had "their cake and ate it"....The finish was flashed during the ball game and fifteen minutes later a transcription made at the close of the race, covering the finish, interviews, etc., was aired between the ball games.... Continuing the baseball theme here, Ernie Smith says Claire Morrison, KYA, Frisco technician, was the first radio man to announce a play-by-play description. This was in 1925 when Claire did the Coast league games in Frisco's old recreation park.... A. E. Nelson, manager of KOA, Denver, didn't let Breen and DeRose, "Sweethearts of the Air", who were visiting the city, get off without giving the pair a real western goodbye with a program promoted from Union Depot and some of the station talent aiding in the show.

● ● ● Patricia "Honeychile" Wilder has been signed to be the "comic relief" on the Jack Haley-Log Cabin show....Has it been printed that Louise King (one of the King sisters) and Alvino Rey, also with Horace Heidt's band, were married?...Ozzie Nelson's vocalist, Shirley Lloyd, has been optioned by Joe Rivkin at Columbia Pictures. Also optioned is Jean Dillon, cute singer at the Paradise....Benay Venuta's trip to Chi next week is to audition for a Chi agency the 14th....Vivian Ray is under CBS contract...."Sharkey's Bananas", the swing band in the Village bought by Ted Husing, is being acclaimed around town as the hottest swingsters here....J. Ernest Cutting, NBC talent scout, will take the air Saturday night, talking on "The Search for Talent" and how raw material must be handled for perfect development. In addition to Cutting, top-notch NBC artists will also be heard on this show....The Grace Moore-Vincent Lopez show for Nash fades the 26th....At the shake-up in that music firm, an exec will resign to form a new company with one of the biggest men in personal representative field.

● ● ● WWVA, Wheeling, W. Va., learned that their audience recognized announcers by the following tag-lines...."West Va.'s Most Powerful Voice of the Air" means Walter Patterson...."In the Heart of the Thriving W. V. Panhandle District" identifies Wayne Sanders....Bill Thomas is known by "The Friendly Voice from out of the Hills of W. V."....Paul Myers via "At 1160 on Your Dial"....Paul Miller breaks with "West Virginia's Friendly Voice", but Cliff Allen tops the list with "Your Friendly Broadcasting Service to the Tri-State District".

PROMOTION

Free Radio Scripts

KFOX, Long Beach, Cal., in co-operation with Mountain View Dairies is giving away free radio scripts as a promotion scheme for the program of Hal Nichols and His Mountain View School Kids, heard daily except Sunday at 6:30 p.m. Program informs listener he may have copy of the script by purchase of one quart of Mountain View ice cream. Script is actual copy of one to be used in a future broadcast and contains all the items of commercial announcements, sound effects and cast lines.

Many of the program's fans are children, so invitation is extended for them to get a script, produce their own program, then tune in to the actual broadcast of the show and compare their production ideas with those of the station.

Max Becker Agency reports very satisfactory results on distribution.

WDNC Airs Popeye Club

In a tieup with the Carolina Theater, Durham, N. C., WDNC each Saturday morning broadcasts a 15 minute session with the weekly convened Popeye enthusiasts directly from the stage of the theater. Contests are held and prizes awarded each week and, with interest running unusually high among the local kiddies, the morning matinees are bidding fair to become a week-end highlight in the Durham entertainment field. Following each broadcast, Manager Noble Arnold presents a complete screen program designed especially for the children and featuring Popeye shorts and cartoon novelties. Joe Edmondson, assistant manager of the theater, has acted in the past as emcee for the programs.

GUEST-ING

LESLIE HOWARD, in "Monsieur Beaucaire", on Lux Radio Theater, June 21 (CBS 9 p.m.).

PAT O'BRIEN, HENRY FONDA and MARGARET LINDSAY, in "SLIM", on "Hollywood Hotel", June 25 (CBS, 9 p.m.).

BUNNY BERIGAN and orchestra, RUTH BRADLEY, SANDOR SVED, MARGARET BRILL and THE SOUTHERNAIRES, on Magic Key of RCA, June 13 (NBC-Blue 2 p.m.).

EILEEN CREELMAN, N. Y. Sun movie editor, on "Movie Pilot", June 11 (WEAF, 7 p.m.).

LILLIAN GISH, on Show Boat, June 10 (NBC-Red, 9 p.m.).

ALFRED KREYMBOURG, on "Exploring the Seven Arts", June 9 (WQXR 9:45 p.m.).

ALAN ROBERTS, tenor, on Katzman's Dinner Music, today (WINS 5:30 p.m.).

DR. W. E. AUGINBAUGH, on "Vanishing New Yorker", tomorrow (WMCA 8:45 p.m.).

WITH THE ★ WOMEN ★

By ADELE ALLERHAND

OSA JOHNSON said she'd rather "face a herd of wild elephants than the mike"....That was before her rehearsal for a guest shot on the Shell show.... The little lady who so compactly combines courage of a virile variety with a de luxe order of femininity "upped" to that infernal device and tamed it, as was anticipated....After her next African jaunt, scheduled to begin the end of June, and the new jungle flicker, Osa plans to take the ether in large doses, via a commercial program....She's not sure whether it will be of the lecture type, or a dramatic serial, replete with native singing, and spine-chilling adventures with jungle beasts....It might even consist of recipes for exotic dishes, of which she has a large collection, garnered in the various quarters of the earth, or bestowed by the lions she's encountered in drawing rooms instead of in the wilds....Sponsor could easily be any one of several food products companies....According to Mrs. J., all the canned and tabloid comestibles used are American in origin and manufacture.... She has pictures to prove it....Claims she'd like radio because it would mean a restful period at home....Which is what you'd expect a cosmopolite who nonchalantly tackles the jungle in smartly tailored English slacks and satin lounging pajamas for the P.M.s to think of a mere civilized contraption....

▼ ▼
Jack Dempsey's will be the scene of a Colorado "Old Home Week" celebration come Thursday, with May Singhi Breen and Peter De Rose, newly returned from that state, in attendance, and Jean Dickenson, a Denver lass, representing her natal town....The menu to be typically Coloradan, with a Pike's Peak confection for dessert....Janice Gilbert, teens-age thespienne, did such a swell job on Thursday's Floyd Gibbons show she'll do a repeat this Thursday....A flicker contract is being dangled before Janice's nose and she or her manager will probably sign....

▼ ▼
Marguerite Powers, of KOL's continuity dept., is busy guest-conducting the "Washington Woman's Radio Hour" over the Seattle station Mondays through Fridays....Ruth Ferry, concluding her WICC broadcast season June 29, has piled up a record of 280 new ditties presented since her 1935 debut, and 66 single repetitions..

RADIO PERSONALITIES

No. 42 in the Series of Who's Who in the Industry

B. T. (BEVO) WHITMIRE, manager of the Greenville News Piedmont Company's NBC station, at Greenville, S. C., the textile center of the South, has had an interesting career. He graduated into radio from the newspaper field after education at the Georgia School of Technology,



Uses self as barometer of what's interesting.

Atlanta, and Columbia University, New York. Whitmire entered newspaper work as a reporter and took up the press camera as a sideline. He was recommended by his editors for the Pulitzer journalism prize for spectacular coverage of a tornado disaster at Six Mile, S. C., and in the course of 12 years in journalism handled everything from police court to state legislature. Once his photography nearly cost his life. Taking a picture of an aquaplanist, he was thrown from the deck of a speedboat and was caught by the whirling propeller. Another time he was passenger in an automobile that plunged at 70 miles per hour off a boat landing into the waters of 15-foot deep Waccamaw river in Georgetown County. Although injured, he got out of the car and then dived back to the sunken machine five times successfully rescuing his three companions from the submerged vehicle. For this he has been recommended for a Carnegie Hero Award.

As a reporter and as assistant city editor of the Greenville Piedmont, he had an unfailing nose for news. He used himself as a barometer. If a group of facts interested him, he reasoned they would be interesting to the general public. It worked. When he assumed executive control of WFBC in 1933, he applied the same line of reasoning. If a program interested, amused or entertained him, it would be interesting to the general public. Again the plan worked. Unique special events broadcasts have caught and held much public interest. News programs are among the most important offerings of WFBC and have been since the station first went on the air May 20, 1933. WFBC was a pioneer in this connection, and discovered long ago that radio news, properly handled, increased newspaper circulation for the papers owning and operating the station. Since Whitmire has been with WFBC it has grown from a 100-watt independent to a 5,000-watt full time affiliate of NBC. Revenue has increased five fold.

ORCHESTRAS - MUSIC

GLENN MILLER and the boys will take over the Roosevelt Hotel in New Orleans, June 17, following Lennie Hayton.

Al Goodman, "Hit Parade" baton-eer, has been appointed honorary musical adviser to the President Players at Swan Lake, N. Y. He'll be consulted on each musical production presented there.

Ray Sinatra and the band have been signed to star in a picture for Republic.

MCA is arranging a series of one-nighters in Northern California for Paul Pendarvis with the okay of Palace Hotel in Frisco who will re-book the band as soon as the city's hotel strike ends.

The summer evening popular concert to be given by the Associated Glee Clubs of America in the Great Stadium on Randall's Island, N. Y., will be aired June 12 at 10-10:45 p.m. over the NBC-Blue. One thousand glee club men, representing various organizations in the East will compose the male chorus in the Spring Sing, New York's first "pop" concert. Carol Deis, NBC soprano, will be heard in several solo numbers as

the only feminine note in the otherwise all-male concert.

Frank Du Bord, erstwhile pianist with the Paul Whiteman outfit, has signed with the Greater Texas and Pan-American Exposition, opening in Dallas, June 12, to appear with the show "Road to Rio".

Nano Roderigo and ork, heard over NBC at various times in the past few months, will have a permanent 8 o'clock spot Mondays over WJZ, effective next week.

Henry Busse and his lads are the newest in the parade of bands now aired via WHN over the WLW Line from Cincinnati. They're heard Thursdays, 8:30-9 p.m.

Benny Fields, whose option has been taken up by Jack Mills, has just made two more Variety Recordings: "Image of You", "Happy Birthday to Love", "You're My Desire", and "What a Fool I've Been".

Buckeye Lake, Ohio summer spot, will feature name bands during the summer, booked through the Cleveland office of CRA. Scheduled list of attractions includes Austin Wylie and ork, July 11-16; Les Brown and

AGENCIES

R. H. CROOKER, executive vice-president of Campbell-Ewald Co., has been named acting president, due to the continued illness of Henry Ewald, president.

GEORGE WEBER JR., vice-president of the Pacific Coast agency of MacWilkins & Cole Inc., has been placed in charge as resident Seattle manager. He succeeds at Seattle Wayne R. Leland, who has returned to Portland headquarters in order to specialize in production and copy of the agency. Considerable expansion in Seattle is planned.

MARY PENTLAND ADVERTISING AGENCY of Portland, Ore., has been merged with The Izzard Co., national ad agency at Seattle, although present offices of the former will be maintained in the Fenton Building while operating under the Izzard name. Harold R. Stone of the Izzard staff is being dispatched to Portland to be co-manager there with Miss Pentland.

BAXTER M. EASTBURN, former advertising manager for several department stores and at one time associated with the Sparrow Advertising Agency has opened an agency in Atlanta under the name of Eastburn & Spiegel.

Will Welcome Ad Men

An address of welcome to the delegates by Mayor Fiorello La Guardia is being planned for initial meeting of the Advertising Federation of America convention to be held in New York, June 20-23. An official reception and an address by Grover Whalen are also scheduled. A "Breakfast Clinic" to discuss radio will be held at 8:30 a.m. on June 22, with Jacob Albert of Detroit presiding.

his Duke Blue Devils, July 19-24, and Blue Barron and his boys, July 25-27. Deal handled by Stan Zucker, manager CRA Cleveland office.

Maestro Eddy Duchin, playing at the Chi Palmer House, has a clause in his contract which says he may have four days off around the first of July to flit to New York. Marjorie Oelrichs, his wife, is expecting an heir or heiress about that time

Art Shaw and the band, now featured at the Willows, Pittsburgh spot, and airing via WEAF, have been held over two weeks.

Ferde Grofe, American composer of note, will conduct NBC Symphony Ork in a program of his own most characteristic compositions June 15, during a short wave broadcast to Italy, to be heard by American listeners at 4:05 p.m. over the NBC-Blue.

ADOLF SCHMID

Conducting—Orchestration

INSTITUTE OF MUSICAL ART

JUILLIARD SCHOOL OF MUSIC

New York City



STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:
No. 40 of a Series

WFBC—Greenville, S. C.

1,300 Kc.—5,000 watts day, 1,000 watts night.

B. T. WHITMIRE, Manager.

W. S. LINDSAY, Commercial Manager.

WFBC has had one of the fastest growths of any station in America. On May 20, 1933, it went on the air with 100 watts power, serving all the limited area that 100 watts will serve. Owned and operated by the Greenville News and Piedmont Company, publishers of South Carolina's leading newspapers, the small station received valuable publicity and had unlimited resources at its command.

Frequent newspaper broadcasts and a fair degree of program showmanship put WFBC into the good graces of its service area within a short time. Its frequency was 1,200 Kilocycles; equipment RCA all the way. One year later growing pains set in. The FCC granted application for 1,000 watts day power and 250 watts night on 1,300 Kilocycles. A new RCA type 1-D transmitter was installed.

Hardly six months more elapsed before the night power was increased to 1,000 watts. Before the third year of WFBC's operation became history, an application was granted for 5,000 day and 1,000 night power.

Then, on March 1, 1936, WFBC made its greatest stride forward. It became an optional outlet for the National Broadcasting Company. The most recent stride forward, which came about simultaneously with WFBC's fourth birthday, was an announcement from NBC that WFBC would no longer be an optional station, but a full-fledged member of the Southeastern group.

Thus WFBC has hung up this record: 100 watts independent, May 20, 1933. Four years and three transmitters later, a 5,000-watt NBC station with a new RCA high fidelity transmitter, a full half-wave Truscon vertical radiator, and a full half-wave all copper ground system, broadcasting from a new modernistically designed transmitter building located three miles South from the city of Greenville and serving one of the most thickly populated of the South's markets.

Hall Johnson choir, Leon Leonardi's orchestra and an array of talent, on a program to welcome the arrival of Congressman Gazagan and Executive Vice-President Walter White of the National Association for Advancement of Colored People, in a half hour program Friday.

Syd Dixon, sales chief of NBC's Hollywood offices, will use electrical transcriptions to make the sales talk for Los Angeles as the 1938 convention city for the Pacific Advertising Clubs Association. Dixon has arranged with Lum and Abner, Jimmy Fidler, Mayor Shaw and Chamber of Commerce officials to make a recorded plea for the convention for next year. Recordings, Inc., doing the waxing.

Herb Caen, San Francisco Chronicle radio ed, here visiting the studios.

Lewis Witter out from the Eastern offices of The Buchanan Co. (formerly Hanff-Metzger) to represent the agency on the Cantor summer show.

Pinky Tomlin has a new tune, "You're Priceless," which Santly Joy and Select will publish.

John Dolph, assistant vice-pres. on the coast for CBS, home with the flu.

Hanley Stafford, winner of the Freeman Lang trophy for radio's best speaking voice four years ago, back from New York, and spotted in on the staff of Union Oil's "Thrills" program, Frederick C. Dahlquist, producer.

Ed Lindsey added to sales staff of American Radio Features, program and transcription firm.

Transcription Co. of America will enlarge present quarters, July 1, adding a group of four executive offices

and reception suite. During summer months, staff will ready the fall output of transcriptions in script form, start recording in September.

Lorena Lowery, Radio programs division, Walter Biddick Co., leaves June 23 on the Mariposa to visit radio stations in Honolulu, Australia and New Zealand.

May transcription sales for Earnshaw Radio Productions, Hollywood, included 13 short stories to KERN, Bakersfield, and WDEL, Wilmington, Del., and 13 Crazy Quilt disks to KTSM, El Paso, Texas.

Station 3HA, Melbourne, Australia, has bought Green Valley Line transcriptions from Walter Biddick Co.

Leonard Kapner, of WCAE, Pittsburgh, visiting Ford Billings, California net chief.

Howard Way, formerly with WOR and WEAH staffs in New York, goes on at KMPC as vocal director, Leo Tyson, general manager announces. He will work with Oliver Alberti, station's musical director, in producing a new style series of ensemble singing.

When Bing Crosby opens his Del Mar Turf Club on July 3, NBC will put 45 minutes of it over the nationwide Red net, starting at 3:45 p.m. PST. Clem McCarthy will be brought out from New York to handle the mike, and Hollywood friends, in both radio and movies, will be on hand to help Bing get the new venture off to flying colors.

KFI-KECA building a new office for use of announcers. Heretofore, they have had desk space here and there around the studio. The new set up will give them privacy to study scripts, work on their announcements.

Table Products Company has



WGN's variety show, "Melodies from the Sky," with the Harold Stokes orchestra, Kay Nelson, Phyllis Novak, Pete Johnson, Arthur Wright, the Four Shades of Blue and a Glee Club, return to the visible show schedule tomorrow night. It's a Mutual network show.

Tom Shirley, announcer and actor, added to cast of CBS "Romance of Helen Trent."

John Harrington starting a nightly news review at 6 p.m. over WBBM edited by Arch Farmer. John, like Pat Flanagan, his fellow broadcaster, must make a swift dash from the ball parks where they broadcast each afternoon to the studios after the game.

MacDonald Carey gets the role of the First Nighter in Campana's show of that name. Don Briggs played it in Hollywood but movies kept him in the west when the show moved back here.

Lee Hassell and Sally Foster of the WLS Barn Dance crew both going to have their tonsils out at the same time soon.

Cy Pitts, former Carnation Contented tenor here, coming out from New York this week to get the rest of his duds. He has a job singing at Radio City for NBC.

Mel Merkley, formerly with Horace Heidt and lately with Fred Waring, handling publicity for the Drake Hotel.

Eddie Conrad, the Russian of "You Can't Take It With You" cast, auditioned as the "mad maestro" at NBC with support by Sylvia Clark, Clark Dennis and Roy Shield's music.

William W. Durgin is new copywriter at Lord & Thomas. Came from Thompson-Toth, Cincinnati.

Agnes Seward of NBC press department on vacation — motoring down Kentucky way.

Happy Jack Turner set something of a record other night at the Peru (Ill.) Country club by playing requests—200 of them—from 11 p.m. to 7 a.m. Then he told his hosts that he would have to shuffle back to Chicago for his 10:30 a.m. broadcast for Meyercord's. Program has shifted from WENR to 10:30 a.m. Thursdays on WMAQ.

signed for 13 weeks on KNX and KSFO for a share of the Monday and Thursday Fletcher Wiley participating program, to advertise Duchess Salad Dressing.

"Hollywood in Person," General Mills noon time daily program which used a trailer studio to broadcast from the movie lots, will fold Friday of next week.

KEHE will put Los Angeles radio editors on the air as a weekly interview feature in "Listen Ladies" program. Bernie Milligan (Ray-D. O. Fan byline) on the Examiner will start the series June 14.

MUTUAL net figuring on using Hollywood talent, and originating more programs out of KHJ this fall, according to Lew Weiss, general manager for Don Lee Mutual, who heads East June 15 to take in the convention in Chicago, after which he will confer with Mutual officials with reference to the expansion program for the fall. With Weiss will go Wilbur Eischelberg, manager of KERC, San Francisco.

Harry R. Lubcke, Don Lee television chief, went on his vacation this week, taking his new baby daughter to San Francisco to see her grandparents for the first time.

William Peck has been appointed field representative for Electro Vox and Air Check, in downtown Los Angeles. Bert Gottschalk, owner, will continue to watch over the Hollywood field.

James A. Tierney, from the New York offices of Texas Co., here to supervise the commercials and represent the Texas company for the summer Cantor show, taking the place of George Vos, who has gone East while Tierney is here. Vic Knight here to assist Cantor in producing.

Sophie Tucker, Gus Edwards, George Jessel, Eddie Peabody and a group of other stars not yet announced will strut their stuff in a radio studio—but their entertainment won't go out on the air. KFVB has given the use of its studio theater to The Helping Hand society for Tuesday, and the artists will help the charitable organization raise funds at the show which will be a benefit.

Frederick Stark, Don Lee maestro, heading for Yosemite for a two week vacation, with David Brockman taking over the Stark baton for the Friday pop concert and the Sunday evening Hall of Song.

Union Pacific Stages has launched a three times weekly Aloha California program, using the portable microphone to interview passengers departing from California by bus. Master of ceremonies plants his mike at the bus 15 minutes before departure time, picks travelers to ask where they're going, why, and other questions intended to give a human interest slant. Program aired over KEHE, placed by Beaumont & Hohman, out of Chicago.

Drawing from the personal record library of the store's president, Music Shop of Hollywood has started an hourly program, five days a week, over KFAC, to bring unusual local and foreign concert hall music not ordinarily heard over the air.

John Livingston, formerly with Free, Peters & Co., station reps, and E. L. Bengston of KLZ, Denver, joined sales staff of KEHE and California net.

Lew Weiss, Don Lee net manager, moved to a swank new Georgian home in Westwood Village.

Clarence Muse was m.c., with the

☆ Program Reviews and Comments ☆

"SPOTLIGHT REVUE"

Sustaining

WOR, Mondays, 3-3:30 p.m.

BRIGHT VARIETY PROGRAM ALONG FAMILIAR LINES AND ENTERTAINING.

Though in no way departing from the general run of variety shows, this new half-hour made its bow yesterday with enough informal liveliness and entertainment value to make it welcome. Benny Davis, songwriter and discoverer of talent, fills the emcee spot satisfactorily. Leo Freudberg's orchestra provides the musical background very capably.

Different guests are to be presented weekly, and the first show had Rose Marie, grown up from "Baby", who did nicely with "The You and Me That Used to Be" and "I've Got Rhythm"; Leo Fuld, whose singing of "Come Back to Sorrento" in Italian was grand, and Beatrice Joyce, former Radio City Music Hall prima donna, who also registered well. Harry Mack is the announcer.

"Downbeat on Murder"

Latest presentation of the Columbia Workshop, aired Sunday at 7-7:30 p.m. over WABC and the CBS network, was an uncomfortable melodrama by Charles Tazewell. Written especially for radio, it told about a German musician who is henpecked and heckled by his wife and poaching relatives until he is driven to murdering them. A musical score by Bernard Herman accompanied the drama, the sounds being employed to whoop things up to the climax.

Despite some commendable elements of experimentation, the Columbia Workshop isn't likely to get far with drama of this type. First of all, it is not sufficiently down to earth to interest and hold a wide audience. Secondly, in this particular case, the German accents made it hard to understand all the dialogue without more straining than can be expected of listeners. Third, the radio can take a hint from the stage on the limited appeal of drama that is fantastic, deeply psychological, depressing or ultra-novel in technique. The Columbia Workshop may be said

to correspond to the arty branch of the stage—the Little Theaters, which went in for the more or less high-brow drama, and which never got to first base in general public favor.

The Columbia Workshop has demonstrated that it can do some fine things, but unless it intentionally desires to cater to a limited audience it will have to present stuff that is more within the scope of popular appeal.

Shell Show

A couple of artists who should be heard more on the radio appeared in Saturday night's Joe Cook Shell Show over the NBC-Red network. Chief of these was Mrs. Martin Johnson, who told a little of her African film-making adventures. Mrs. Johnson not only has a vast treasure of colorful, exciting and unusual experiences to relate, but she also has the voice, personality and charm to make a highly interesting job of it.

Another individualist on Cook's program was Emil Boreo, the continental entertainer with a style that is different and refreshing. Louise Massey and Her Westerners also contributed musical enjoyment to the program, and among others gracing the occasion with their talents were Florence Reed and Billy Lynn.

Eddie Stanley

Taking over the head comedian spot while Eddie Cantor vacations, Eddie Stanley did a commendable job on Sunday's Texaco Show over the CBS network at 8:30-9 p.m. Stanley works in the smooth, assured style of a seasoned trouper. He doesn't go in for dialect, but has a likeable personality of his own which keeps the proceedings bright and moving along at a nice clip. So long as he gets a break in the way of material, he should have no trouble clicking.

Saymore Saymore did well in comedy crossfire with Stanley. Bobby Breen did a repeat of "Eili Eili," while Pinky Tomlin sang his new song, "Tetched in the Head."

Jimmy Wallington, Jacques Renard's orchestra and other mem-

bers of the show also were up to snuff.

Due to operating difficulties, first six minutes of the program was not heard in the east.

Walter Winchell

A new feature was initiated by Walter Winchell in his program Sunday over the NBC-Red network at 9:30-9:45 p.m. He made citations of the best film work of the week, best Broadway play, best song, book, radio program, etc. No information given as to the elements entering into making the selections, the implication being that they represent Winchell's own opinions. At any rate, picking "bests" has always been a popular stunt and Winchell no doubt can make his count for something. In the radio end, he said the week's favorite in his household was Russ Morgan's music, followed by "March of Time."

"Chase & Sanborn Hour"

This Sunday night stanza maintains the high standard of entertainment since its recent inauguration when Don Ameche, Edgar Bergen, Werner Janssen, W. C. Fields and Dorothy Lamour went on the show, plus weekly guest stars. Last Sunday Constance Bennett and Ameche offered a dramatic excerpt from "Candlelight," with Fields later ribbing Miss Bennett in his inimitable manner, and of course the feud between Fields and "Charlie McCarthy" is still on.

Ray Middleton, dramatic baritone, with both concert and dramatic stage background, supplied the vocal highlight with his rendition of "Glory Road," a type of spiritual that seems written to order for this fine singer. In such numbers, as in the case of "All Points West," Middleton's fine dramatic ability stands him in good stead. Vocally, his voice is sure-fire and fills a definite need in radio. The closing musical number, a bit of Gilbert & Sullivan, was presented in novel fashion, with Bergen's "McCarthy" kibitzing on the sidelines.

"Bughouse Rhythm"

Emanating from San Francisco, this batch of rhythm and humor presided over by Jack Meakin is a delectable dish. The edition caught Friday night over the NBC-Red was the final coast airing of the present series. This week Meakin will do his spot from New York before taking a recess. Program has an unctuous commentator who chats amusingly between servings of the rhythm, which also has a style of its own. Nice nonsense.

Dick Fishell

Recently passing his first year's mark doing the 6:30 p.m. Sports Resume over WMCA for Wheaties (Knox-Reeves agency), Dick Fishell has developed one of the best little programs of its kind. It is clear-cut, well compiled and covers plenty of ground. Baseball, racing, tennis, etc., all are embraced by Fishell in his summaries these days, and during the fall he will be at his best on football — Dick having been an All-American at Syracuse and a professional pigskin artist here.

Charlotte Buchwald

Among the always interesting WMCA programs is Charlotte Buchwald's "The Playgoer," wherein she presents and interviews leading personalities of the theater world. Last Friday afternoon's subject was picked from close to home, the subject being Alfred Hall, WMCA's own program director, who had quite a few interesting things to say about this business of entertaining the public.

Vincent Connolly

One of the more pleasant-voiced newscasters, Vincent Connolly, took the Nedick's Stores Inc. sponsorship banner on WOR last night for a Monday-Wednesday-Friday airing at 6:45-7 p.m. Program is the usual news compilation, getting its touch of difference from Connolly's style of handling.

Tied in with the new series is a contest wherein Ford cars, Philco radios and crates of oranges are given away weekly.

WSGN Local Rate Changes

Birmingham—Frequency discounts on local contracts constitute the major changes in the new rate card recently issued by WSGN, Birmingham News & Age-Herald station, T. O. White, production manager, explains. There were no increases in national rates.

The changes were made to bring WSGN local rates more in line with competing stations, and at the same time to result in greater revenue needed for recent investments in new and more efficient mechanical equipment.

Booking Montclair Hotel

Rockwell-O'Keefe Inc. will book attractions for the Hotel Montclair, effective next week, when Ralph Hitz takes that hostelry over.

Texas Expo Appointments

Dallas—James W. Crocker, director of radio for the Greater Texas and Pan American Exposition opening here June 12, has appointed Jack Lyman program director for the exposition. Announcers include Ray Lackland, Fred L. Edwards, Fritz Kuler, Gene Heard and John Hughes. Harry S. Keith, technician with the Texas Centennial last year, is chief of operations.

Plan Stratosphere Broadcast

Chicago—Ken Fry of NBC special events department is working on plans to air the stratosphere flight of Prof. Jean Piccard under auspices of U. of Minn. next week.

McDermott, Morton in Denver

Denver — Gerard McDermott, in charge national NBC spot sales, and Oliver Morton, manager NBC Chicago local spot sales, were here last week. They held several conferences with A. E. Nelson, KOA manager, listened to more than 100 auditions of Denver talent, and were entertained at several luncheons.

R-O'K. Chi. Opening July 1

Rockwell-O'Keefe Inc. officially opens its new Chicago office at 32 W. Randolph Street, July 1. Tom Thatcher will be in charge, with George Hillman as assistant. Both were formerly associated with Kenneway Attractions and Consolidated.

Columbia Bureau Bookings

Columbia Artists Inc. has made the following bookings: Robert Gibson to appear on Hammerstein Music Hall, June 22; Margaret McCrea Repeats on Show Boat this Thursday, and H. V. Kaltenborn to the Rotary Club of Winston-Salem, June 15. First two deals were set by Mack Davis.

Test Show to Chicago

Kansas City—"Across the Breakfast Table", daily script show sponsored by Household Finance over KMBC here the past 13 weeks, has been moved to Chicago by the same company for a 13-week test campaign. Arthur Church of KMBC made the deal.

San Francisco

DWIGHT NEWTON, KYA's "Uncle Harry," out with chicken pox, so Doug Montell is battling for him.

Robert Stevens, NBC tenor, guested on "California Concert" show Sunday night.

David Vaile, announcer-producer with KYA for nearly a year, made "studio supervisor," to keep tab on mikemen, skeds and important office routine.

John Nesbitt, "Passing Parade" commentator, has enrolled in voice training and speech courses in the University of California summer session. Will also work with Irving Pichel, the actor, in Greek theater productions.

Natalie Park, NBC actress, now playing comedy role in "Carefree Carnival."

Jeane Cowan, NBC song stylist and actress, leaves L. A. to rejoin her family June 19. She will continue her role in "Hawthorne House" for a while, commuting by plane or train.

Armand Girard, NBC baritone, ends his Friday night song spot on KPO for "Tums," sponsored by Lewis-Howe Co., on June 11. Bennie Walker's Saturday morning "Tillamook Kitchen" for Tillamook Creameries bows out July 2.

Ned Tollinger, "Carefree Carnival" emcee, got a card from Van Fleming, NBC producer of the show, stopping at Panama on a nervous break-down cure trip.

Dick Deasy went to work yesterday at KYA, which plugs the gap left by Linn Church's leaving. Deasy formerly was at KSFO as operator-announcer.

WNOX Promotions, Additions

Knoxville—R. L. Anderson of the WNOX sales staff has been promoted to continuity chief. He will also do some commercial announcing along with his new post.

New personnel added to the station payroll include Paul Allison, announcer, and Harry Grimes, secretary to O. L. Smith, commercial manager.

ONE MINUTE INTERVIEW

A. RALPH STEINBERG

"Today, an entire radio show of up to a half hour can be recorded on one side of a single 12-inch or 16-inch record. And this is not our limitations. But a few weeks ago we demonstrated before the Franklin Institute in Philadelphia a record 12 inches in diameter that played one hour, two minutes and forty seconds on one side! Some day, even longer periods of time will be played on one record. Maybe an entire opera, novel or drama."

☆ Coast-to-Coast ☆

GRADY COLE has started a new thrice weekly program over WBT, Charlotte, as the Castleberry Commentator, sponsored by Castleberry Food Products.

"Rhythm in Song," new program going over the WLW Line from Cincinnati, is reported meeting with fine response. Talent includes Jeannine Macy, Four Modernaires, Three Spades, a girls' sextet and a boys' octet.

WDNC, Durham, N. C., which on Saturday gave the first airing of the Duke University commencement exercises, this week does the same with University of N. C.

Jack Howell of the sales staff of KRLD, Dallas, is vacationing in New Orleans.

Louise Hill Howe, director of the Radio Playhouse, KSL, Salt Lake City, is back on the job after a 10-day illness.

Baltimore's Gavel Club will be aired weekly starting today at 6:35 p.m. over WBAL. Club members are presidents and secretaries of the city's leading clubs.

WIRE, Indianapolis, had to call off its broadcasts from the Marion County Jail when the county sheriff refused to let prisoners participate.

Ralph Nelson, director of special events at KCKN, Kansas City, Kas., is handling the newly added Star Radio script show, "Good Morning, Neighbor," which is tied in with community happenings as much as possible.

WLW Radio Revels, which made a hit with Cincinnati theatergoers recently, have been booked for two more weeks of personal appearances, at the Colonial, Dayton, starting Friday, and the Lyric, Indianapolis, week of June 18. Fritz M. Witte directs the show, with cast including Frim Sisters, Tommy Riggs, Helen Nugent, the Virginians, Carl Freed

and his harmonica lads and Brown County Revelers. Red Barber, WLW sports announcer, will appear at the Dayton run. Joseph Ries, educational director, plans to be in the Indianapolis engagement.

Following the recent lead of Manager Frank Jarman and Engineer Bob Stratton, at least two other members of the staff of WDNC, Durham, N. C., plan to middle-aisle it during vacation. They are Al Harding and Lew Brown.

WBT, Charlotte, tonight will broadcast the 100th anniversary of Davidson College, one of the oldest Presbyterian schools in the country.

Thompson Bartlett, CBS announcer, is commuting between Chicago and Milwaukee to act as master of ceremonies for the amateur shows presented from the stage of the Riverside theater in Milwaukee each Monday night. Al Buettner, who has been conducting the tryouts, leaves shortly for the coast. Bartlett was formerly with WISN, Milwaukee.

LaRange and Margery Jarvis, Rhinelander, Wis., are now broadcasting daily over WEAU, Eau Claire, as the "Rambling Cow Girls."

Douglass W. Merservey, formerly in charge of advertising for a division of the du Pont Co., will join NBC in an executive capacity with the program department on July 1.

Palmer Greer, formerly of WHIO's engineering staff, has joined WKRC, Cincinnati, in a similar capacity.

Among out-of-town guests at Saturday night's ball in the Municipal Auditorium to wind up WHB's full-week celebration of its 15th anniversary were John Henry, KOIL; Reggie Martin, KFAB; Mr. and Mrs. Clarence Cosby, KWK; Tams Bixby Jr., KBIX; Martin Munzer Jr., Luckey-Bowman, N. Y. Mr. and Mrs. Jess Kirkpatrick, WGN; and Herb Hollister and Jack Todd of KANS.

PITTSBURGH

One of the most ambitious tie-ups ever made in Pittsburgh is current with the Stanley Theater's showing of the locally broadcast Wilkens Radio Amateur Hour winners.

WWSW will broadcast the outdoor Pop Concerts of Victor Saudek's Little Symphony orchestra from the lawn of the Hotel Schenley this summer.

KDKA's Strollers Matinee was received so well over the NBC network that they will feed the program twice weekly.

Special additional radio space has been allotted on Wednesdays and Saturdays to Si Steinhauser, Press radio editor. Radio features fill extra columns.

BIRMINGHAM

Bill McCane, commentator for WBRC, is now in charge of this station's "Movie Broadcast" program, a daily feature of the "question and answer" nature.

Fred Smith, for many years layout man for The Birmingham News & Age-Herald, in the composing room, recently signed with WBRC to handle the "B. C. Sports Review," daily feature. Smith will continue his regular work with the newspaper.

Don Campbell, time salesman for WBRC, was recently elected to the board of directors of the Birmingham Lions Club.

Evelyn Culverhouse, one of Alabama's outstanding vocalists, has signed a contract with WBRC, and is heard at 5 p.m. Tuesdays.

New Orleans

P. K. EWING, general manager of WDSU, is due back here this week after a hearing in Washington in which WDSU is asking for authority to operate another station on 250 watts. WDSU has network ambitions again, planning to join one of the two majors in the fall and if so it apparently does not wish to lose the local business and is preparing for a supplementary station accordingly.

WSMB, present outlet for both NBC networks, is also reported after another station wavelength, and Vince Callahan, general manager of WWL, was to be in Washington this week where it is expected that this CBS outlet's request for an increase to 50,000 watts may come up.

WBNO is asking the FCC for full time on its present band, while WJBW's present owner, Charles Carlson, is asking for full time for his station, which shares time with WBNO.

Not to be outdone, Southern Broadcasting Co., claiming a managerial contract with Carlson to run WJBW, is reported to have an application with the FCC to get Carlson's power and run a station of its own.

KANSAS CITY

KXBY recently added a Sunday night narrative feature, "Adventures of a Leatherneck," in which Sergeant Whitehouse of local U. S. Marine recruiting station tells his war experiences.

A heavy electrical storm put WDAF off the air for about 15 minutes one day last week.

John Lewis Wood, who recently came from KFAB to join KXBY, is airing a daily quarter-hour of pop songs and range tunes.

With exception of a quarter-hour inquiring reporter program and a news airing, KXBY's entire Saturday night time, 7 to midnight, has been turned over to dance music.

Jerry Burns, formerly of WHAS, has joined the staff of KXBY to replace Jim Banon as special events and news announcer. Banon resigned to go to the coast. In addition, KXBY has added T. J. Coffey to the sales staff.

CONSOLIDATED RADIO ARTISTS, INC.

30 Rockefeller Plaza, N. Y. CO. 5-3580
CLEVELAND • CHICAGO • DALLAS • HOLLYWOOD

America's Leading Radio and Dance Orchestras

BAND OF THE WEEK
"Miracle Music"
JESSE CRAWFORD
and his
ORCHESTRA
Featuring Helen Crawford
Opening Congress Hotel, Chicago
June 10th—NBC Network.



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 85

NEW YORK, N. Y., WEDNESDAY, JUNE 9, 1937

FIVE CENTS

Radio Set Sales Up 17%

WCKY RATE INCREASE STARTING NEXT MONTH

Cincinnati—New rate schedule for WCKY will go into effect the first week in July, advertising agencies have been advised in a telegram from L. B. Wilson, president and general manager.

The boost will follow the station's step-up to 10,000 watts day and night. New specially built RCA transmitter is expected to be in operation about June 25.

Wage Increases Granted RCA-Victor Employees

Camden, N. J.—Wage increases ranging from 3 to 5 cents an hour for 8,500 employees of the RCA-Victor Co. are announced by Robert Shannon, vice-president.

Harry P. Harmer, president of United Electrical & Radio Workers Union, claimed his organization was responsible for the rise, as did Harry Kline, president of the Employees Committee Union. Harmer asserted the rise was in accord with negotiations made last July after a strike.

A. F. M. May Tighten Up On Synchronized Music

New major item of importance to be brought up at the convention of the American Federation of Musicians in Louisville, opening June 14, is a proposed tightening up on movie synchronization, with the hope of a concession from the theater end of the industry whereby musicians would be returned to some extent to theater pits. Threat of a ban of

(Continued on Page 8)

Prophetic Program

East St. Louis, Ill.—Woody Klose, program director of WTMV, who has been writing and broadcasting a morning program under the title of "Family Man", will hereafter know whereof he writes and talks. The other day Mrs. Klose, who is the former Mary Virginia Taylor, presented Woody with a nine-pound son.

Hits That Missed

As part of his new summer dance music hour which starts tonight, replacing the Fred Astaire show, over the NBC-Red network, Johnny Green will present starting next Tuesday 9:30 p.m., "Hits That Missed", devoted to tunes which their famous composers felt sure would land in the money class but didn't. George Gershwin will get the first salute.

SHAKESPEARIAN SERIES STARTS JULY 12 ON CBS

The CBS Shakespearian series will begin on July 12 in the 9-10 p.m. spot which becomes vacant on July 5 when the Lux Radio Theater suspends for the summer. Program will use first string talent from the stage and screen to play the leads.

Wilbur Lewis, CBS vice-president, is now in Hollywood arranging for some of the talent to be used. Walter Huston and John Barrymore are two stars who have been rumored as leads for some of the programs.

In what order the plays will take

(Continued on Page 3)

Eddie Simmons Joining WGN Production Staff

Chicago—Eddie Simmons, for seven years program director of WAAF, next week joins the WGN production staff. He is the fourth WAAF man in a year to move to WGN. Others were Norman Boggs, Russ Young and Edward Allen.

Ascap Situation May Cause Split in Ranks of the NAB

Collier Agency Acquires "Tarzan" Radio Rights

West Coast Bureau, RADIO DAILY
Los Angeles—Robert Collier Agency yesterday acquired exclusive sales rights to Edgar Rice Burroughs' new "Tarzan" radio series. Robert Thompson will do the scripts. J. Donald Wilson is to direct a selected cast under the author's personal supervision. Negotiations are on for territorial sponsorship by several national advertisers.

RMA Sees 9,000,000 Sets Sold This Year—Labor Troubles Blamed on Congress at Chi. Convention

AIR 3-MINUTE ECLIPSE AFTER MONTHS OF WORK

A description of the longest total eclipse of the sun in 1,200 years was given over the NBC-Blue network at 3 p.m. yesterday by George Hicks from little Canton Island in the South Seas, 7,000 miles from New York, climaxing months of intensive planning and preparation for an event that lasted only a little more than three minutes.

There was clear reception over the complicated radio hookup arranged by NBC. Hicks told of the approach-

(Continued on Page 8)

Brown-Williamson Spot Neal O'Hara Over WEEI

Brown & Williamson (Kool and Raleigh cigarettes) has signed a thrice weekly spot to plug its Avalon brand over WEEI, Boston, with Neal O'Hara, Boston Traveler columnist, featured. Show is on Mondays, Wednesdays and Fridays at 7:30-7:45 p.m., starting today.

Other live talent shows for B. & W. will be added as times and personalities are lined up in various cities.

Batten, Barton, Durstine & Osborn Inc. is the agency.

Chicago—Sales of radio sets are up 17 per cent, and total sales of 9,000,000 sets, a boost of 2,000,000 over 1936, is expected this year, it was stated at yesterday's session of the Radio Manufacturers Ass'n annual convention in the Hotel Stevens. More than 125 manufacturers and 4,000 jobbers, dealers and service men were on hand for the convention and the accompanying trade show of parts and accessories.

In a bitter denunciation of the Wagner Labor act, John W. Van

(Continued on Page 3)

14 BIG SPORTS EVENTS FOR NBC EXCLUSIVELY

NBC program department, through John F. Royal, vice-president, has virtually contracted for a monopoly on all track, heavyweight boxing and automobile racing broadcasts, it was disclosed yesterday. Radio rights to 14 sporting events have been sold to NBC to be aired exclusively by

(Continued on Page 8)

CBS Gets Exclusive On Lewisohn Concerts

Contract for the exclusive radio rights to broadcast the Lewisohn Stadium concerts over the coast-to-coast CBS network has been signed by the network and the Lewisohn Stadium Concerts Inc.

Starting date and network period

(Continued on Page 3)

WEAF Clipper Beacon

The Bermuda Clipper, inaugurating deluxe airline service between New York and Bermuda yesterday, used WEAF, NBC station, as a navigating beam. Clipper's navigating officer set his dials at the beam of WEAF until reception was at a minimum, and this was used along the route as a navigating beam.

(Continued on Page 3)



(Registered U.S. Patent Office)

Vol. 1, No. 85 Wed., June 9, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

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Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersecau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk and Verne Bailey, 6425 Hollywood Blvd. Phone Granite 6607. Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879. Copyright, 1937, by Radio Daily Corp. All rights reserved.

FINANCIAL

(Tuesday, June 8)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	168	167	168	+ 1/2
Crosley Radio				
Gen. Electric	54 1/2	53 3/4	54 1/8	+ 3/8
North American	24 3/4	24 1/4	24 5/8	- 1/8
RCA Common	9	8 7/8	8 7/8	
RCA First Pfd.	68 1/8	68 1/8	68 1/8	- 7/8
RCA \$5 Pfd. B.		(91 1/8 Bid)		
Stewart Warner	18 5/8	18 3/8	18 5/8	+ 1/8
Zenith Radio	33 3/4	33 1/2	33 3/4	+ 1

OVER THE COUNTER

	Bid	Asked
CBS A	27	28 1/2
CBS B	26 1/2	28
Stromberg Carlson	14	15

CRA Booking Rice Hotel

Consolidated Radio Artists Inc., has tied up the Rice Hotel, Houston, on exclusive booking basis, also the Beverly Hills Club, at Newport, Ky. Bookings set for the Rice Hotel are: Don Bestor contract extended to July 6, with the band then opening at Peabody Hotel, Memphis, July 7, remaining until July 27 and then to the New Penn Hotel, Pittsburgh, July 30. Reggie Childs follows Bestor at the Rice and then goes to Elitch's Gardens, Denver, July 27; Jack Denny, now at the Drake, Chicago, opens at the Rice, July 23.

CRA has also booked Clyde Lucas for the Paramount theater, New York for two weeks opening June 24.

CLAUDE SWEETEN

Frank Hawks a Musician, Too

Greensboro, N. C.—Frank Hawks, besides being a champ speed flyer, radio artist and motion picture star, is a musician, too, he revealed while on a stopover here en route to New York. Hawks left Birmingham Sunday at 5:45 p.m. with Austin Igleheart, president of General Foods Sales Co., and flew 600 miles to this city to keep a dinner engagement with Major Edney Ridge, director of WBIG. After dinner he played a number of popular hits on his newly acquired accordion. With six weeks' practice between speed flying feats, Frank can now render "The Bee".

Amateur Announcers Color Co-op Program

Hartford, Conn.—Norbert O'Brien, commercial manager, and Ray Markey, sales representative for WHTT, believe that they have concocted a new idea in the presentation of a cooperative commercial program. Amateur announcers bring the messages of the various sponsors to the listeners. Radio audience is asked to vote for the announcer they consider the best. Winners are selected each week, a recording being made of their voices. While the idea of amateur announcers is not a new one, it is believed this is the first time it has been used in connection with a cooperative program, the East Hartford Hour, and cooperating merchants are well pleased with the way it is being received.

Cheerio to Take Vacation

Cheerio, who has been broadcasting continuously for more than 10 years on NBC, leaves Saturday for a vacation on his Vermont farm. Of the other members of the cast, Russ Gilbert and his wife will go to their Pennsylvania farm, "Jerry" Riegger will work on other NBC programs and Pat Kelley continues as NBC supervisor of announcers.

The program returns Sept. 27 over the NBC-Red network, 8:30-9 a.m.

Amos 'n' Andy to Chicago

Amos 'n' Andy (Freeman F. Gosden and Charles J. Correll), who have been broadcasting from the coast since January, will air from NBC's Chicago studios June 21-25, while in the Windy City to see the Braddock-Louis fight. They return to Hollywood following the Chicago visit.

Sign Ted Malone, Vivian Ray

Ted Malone and Vivian Ray, singer, have been signed to exclusive contracts by the Columbia Artists Inc. Malone has been set to resume his poetry reading over the CBS network early in July.

James Riser Joins WBIG

Greensboro, N. C.—James C. Riser, Jr., formerly of WJEJ, Hagerstown, Maryland, is a new addition to the staff of WBIG here in the capacity of announcer.

Whiteside Joins WOR

Arthur Whiteside, formerly of WBT, Charlotte, N. C., has been added to WOR-Mutual announcing staff.

Zeke Manners Now Doing Three Series on WMCA

Zeke Manners is now heard on WMCA in three different series of broadcasts, at 10 a.m. daily and at 10:15 each night, as well as in a new series of noontime half hour broadcasts each Monday, Wednesday and Friday.

This is besides his WNEW shows.

Stock Registration in Effect

Washington Bureau, RADIO DAILY

Washington — Registration statement of International Radio Corp., Ann Arbor, Mich., offering 31,400 warrants at \$10 has become fully effective, the S.E.C. announces. Issue is unsubscribed but may be sold and will be used to repay Federal Deposit Insurance Corp. loan, replenish working capital, etc. Charles R. Verschoor is president of the company.

Try Out Kreymborg Play

"Commencement," a play by Alfred Kreymborg, associate director of the radio division of the WPA Federal Theater, and which won the University of Chicago's \$500 prize for the best unproduced play of 1936, will be given a Hollywood tryout tomorrow by Edward Gringe, director of Modern Stage.

Taplinger's London Director

Robert S. Taplinger Inc., with publicity offices in New York, Hollywood and Chicago, announces that T. J. L. Crane, has been appointed director of its foreign offices at 102-05 Shoe Lane, E. C. 4, London.

Crane is an Englishman but has spent a number of years in the U. S. in both advertising and publicity.

Garrett Joins WNEW

Joe Garrett, formerly of WIP and KYW, Philadelphia, has been added to the WNEW staff as assistant production manager, this week.

Attending NAB Meet

East St. Louis, Ill.—William H. West and Woody Klose, executives of WTMV, will attend the NAB annual convention in Chicago, June 20-23.

RALPH KIRBERY

"The Dream Singer"

70 WEEKS

LIPTON'S TEA

N.B.C.

COMING and GOING

JOHN NEW, WTAR, Norfolk, sales manager is headed for Washington for the balance of the week to service several accounts.

RAY SAUNDERS, WHN announcer, is vacationing in Havana this week.

BOB DEAN, manager of KOBH, Rapid City, S. D., is back home after a visit to New York.

BILL SMITH, manager of Jan Savitt's orchestra, is in town from Philadelphia for a few days.

JOHN G. PAINE, general manager of Ascap, sails today on the Queen Mary. He will attend the International Congress of Performing Rights Societies in Paris, opening June 14, and will visit other European capitals before returning.

PAUL ROSS of the CBS sales department has left for the coast to be gone two weeks.

EDDIE DOWLING is scheduled to sail for Europe some time next month.

SIR HARRY LAUDER sails for England on Friday.

BEN BYERS of the west coast office of Radio Guide, now in New York, returns to his home office tomorrow night.

HARRY ELLIOTT, CBS San Francisco publicity head, is in New York.

LESLIE LIEBER of the CBS magazine department is in Milwaukee visiting his mother, who is ill.

Thomas, Nadine Conner Signed for Two Years

Thomas L. Thomas, baritone, and Nadine Conner, soprano, have been signed for two years and will appear on the Maxwell House Showboat beginning July 8, when the program starts its Hollywood emanations. Both are under contract to NBC Artists Service.

Sue Over Song Sheets

New Orleans—Seven newsstands here are being sued in Federal Court by five New York song publishers—Santly Bros.; Donaldson, Douglas & Gumble; Southern Music Publishing, Schuster & Miller and Select Music—charging sales of words to copyrighted music in booklet form without permission of copyright owners. Total damages of \$105,000 asked.

"BARON MUNCHAUSEN"

JACK PEARL

RALEIGH and

KOOL CIGARETTES

WJZ-10 P. M. E.S.T.—Friday
NBC Network

Dir.: A. & S. LYONS, Inc.

ASCAP SITUATION MAY CAUSE SPLIT IN NAB

(Continued from Page 1)

kicked around" by the so-called low watters.

Unofficial web spokesman pointed to the anti-Ascap measures which may be a source of strong irritation to Ascap but eventually destined to place the brunt of the performing rights license fees on the shoulders of either the webs or the stations remaining in territory which has no anti-Ascap law. Agreement between the nets and Ascap plainly states that Ascap can withhold licenses on networks supplying programs to a non-licensed station. Web legal staffs have conferred with Ascap on this angle, but it is not believed that the society will do anything to add to the webs' woes.

High watters claim that eventually radio will have to pay for the litigation which is now costly to Ascap and which will probably continue to cost plenty.

Meantime, Ascap itself has the only hope of testing the constitutionality of each state law as it is passed by the legislature and signed by the governor, or after the respective dates of the laws going into effect.

Legislation Status

State legislation as it confronts Ascap directly or indirectly follows:

MONTANA, WASHINGTON and NEBRASKA, practically identical anti-Ascap laws passed. Constitutionality of the Montana bill contested by Ascap on April 27 and tried in a three-judge Federal Court at Helena. Decision expected soon. Nebraska bill to be tested when it becomes effective. Gene Buck, president of Ascap was in Lincoln yesterday decrying the fact that the state was usurping the Copyright Law. Washington has same Ascap move awaiting date for hearing.

Anti-Ascap bills pending in Legislatures of TEXAS, ILLINOIS, FLORIDA and MICHIGAN. Florida action considered especially unfavorable by Ascap.

Anti-Ascap taxing bills pending in various states as follows: TENNESSEE, \$5,000 per annum per county—now being contested in Tennessee state courts.

LOUISIANA—\$5,000 per annum per Parish—Ascap technically operating from outside of state limits and Statute is not being enforced.

GEORGIA—\$1,000 per annum per county. Litigation has construed that the payment of a tax on one county is sufficient to cover the entire state.

MISSISSIPPI—\$1,000 per annum for each agent representing copy-

Popular KOBH Features

One of the most popular programs on KOBH, Rapid City, S. D., takes place at 2:45-3:45 p.m., ordinarily considered by stations as the least valuable air time. KOBH has worked up a unique show for this spot. It's called the "Do You or Don't You Hour," sponsored by a local theater circuit, and provides a radio forum for the likes and dislikes of listeners in the matter of popular tunes. If fans want a certain tune banned from the air, and their registered disapproval is greater than that of persons in favor of the number, the tune is taken off. Tune Traffic Cop Frank Crilly and Holly Squad Car Reporter Archie Hall are featured on the program.

Among other leading KOBH shows are "Living Granite," presented Sundays, giving historical facts about the Black Hills country; the "Kiddie Club Revue," emceed by nine-year-old Billy Goodhope and aired from a local theater with a dairy as sponsor, under the direction of Frank Crilly, and "Court of Cars," originated by Newscaster Archie W. Hall, who plays the part of Judge Weather N. Rodes.

"The Radio Scout" is starting this week, with the Scout just walking into a department store, bank or what have you and putting both customers and employees on the air.

"Poems for Sale," airing the best works of aspiring Black Hills poets each Sunday, has hit a home run and gone commercial.

right owner. No Ascap agents residing in State.

FLORIDA—City of Miami local ordinance license fee \$2,500 per annum for any copyright group enforcing rights within city. Ascap not operating there.

MISSOURI—St. Louis municipal tax \$2,500 per annum for any group of copyright owners enforcing rights in city limits. Ascap not operating there and not amenable to license fee.

WISCONSIN—A proposal to increase the 5 per cent tax to 25 per cent pending.

COLORADO—General monopoly bill pending, not directly aimed at Ascap, but which might adversely effect it. Prospect of legislature adjourning without enactment.

MAINE—State of Maine vs. Ascap in anti-trust action, suit not presently on the calendar.

U. S. A. vs. Ascap et al, still pending.

Apart from this, no information available on Alabama; Indiana legislature adjourned; Ohio bill died in Committee; Iowa legislature adjourned; Minnesota legislature, adjourned.

Copyright Bills

In Washington, several copyright bills are still pending. Important is the Duffy bill with its elimination of

Softball Games on WTMV

On Friday night, WTMV, East St. Louis, will inaugurate a series of softball broadcasts from the East Side Softball park. Played under lights at night three evenings each week, the games are fought by eight men and eight girls' teams under auspices of the East St. Louis Softball Ass'n. Because rivalry is keen and public interest intense, WTMV will broadcast three games each week. Paul Wills, sports announcer, is assigned to splicing task, aided by Jimmy Duncan, boy prodigy announcer.

For Hay Fever Victims

WNEW will render a special service to hay-fever sufferers starting today, when Ted Webbe, chief announcer, initiates a daily report on the pollen content in the New York atmosphere for the summer sneezers. The nose-tickling information will be broadcast in cooperation with the WPA-Department of Health-Air Pollution Project, Mondays through Fridays at 9:30 a.m.

Current Events Reading

WDAF, Kansas City, this week starts the first of a series of Public Library programs to be known as "Your Library and The World Today." On an evening spot, the quarter-hour discussions will be designed to suggest interesting reading in connection with current events, and seasonable reading for adults and children. Library officials will conduct the programs.

the \$250 minimum infringement fee. May come up shortly. Also provides for U. S. becoming party to Berne Convention. (S. 3047).

Daly bill (H.R. 10632) amends and consolidates Copyright Act—covers works especially prepared for radio broadcasting, etc.

Guffey bill (S. 2240) also amends and consolidates Copyright Act, touches on fac-simile, television, wired radio, etc.

Sheppard bill (S. 2031) limits liabilities for infringements, also to station originating program, etc.

Sirovich bill (H.R. 11374) again seeks to amend and consolidate the Copyright Act in a measure sought to please everybody.

CBS Gets Exclusive On Lewisohn Concerts

(Continued from Page 1)

are still unsettled. Concerts are given nightly and it is possible that CBS may air more than one concert a week from the stadium. Vladimir Golschmann and Fritz Reiner, conductors, will lead the orchestra during the season.

For the past several years WOR-Mutual carried the concerts, and this is the first time CBS has aired them.

SALES OF RADIO SETS INCREASE 17 PER CENT

(Continued from Page 1)

Allen, general counsel of the Radio Manufacturers Ass'n, addressing the radio industry leaders, assailed Congress for its failure to control labor union intimidation and coercion of employees and employers. Though business and industry are strictly regulated, the Wagner act fails to regulate or control Union operations, Van Allen told the RMA men, and subjects minority employees—and employers—to unbridled acts of outside pickets who "hate all forms of government and all laws and are experts in the art of discontent."

Election of officers and the annual banquet are scheduled for today. Leslie Muter of the Muter company of Chicago is president, and Bond Geddes of Washington as executive vice-president, is in charge of the show.

Shakespearian Series Starts July 12 on CBS

(Continued from Page 1)

the air is still unsettled. Series will run for eight weeks and shows will emanate from both Hollywood and New York, depending on location of the lead. Brewster Morgan will commute from coast to coast to direct the series and a large symphony orchestra will be hired to furnish the musical support.



WMCA
NEW YORK'S
OWN STATION

Leads in
**PROGRAM
PLANNING**



**BRIDGE
ROUND
TABLE**

with the **4 Aces**
IN PERSON

8:30 P.M. TUESDAY

"Wheaties Champions of Harmony"

KAY & BUDDY ARNOLD

Sponsored by General Mills

WMCA

2:30-5:30 Daily

AGENCIES

RUTHRAUFF & RYAN, Chicago office, has elevated Ros Metzger to midwest radio director, in connection with the expansion of the radio department in that city. Metzger was formerly in charge of production. Arden (Buck) Bucholz assumes the later post, while Dale Perrill succeeds Bucholz in charge of the Penn Tobacco account. There are now 16 on the R. & R. Chicago radio Staff.

HOLLY SHIVELY, formerly writing radio publicity, at Lord & Thomas, Chicago, has been named to replace Lew Goodkind, resigned, as manager of radio service and director of publicity in that city. Miss Shively was formerly in press department of CBS in Chicago, and prior to that had been a reporter on the Herald & Examiner.

TOMMY LABRUM has filed a petition to operate an advertising agency in Philadelphia in his own name, bringing to an end the partnership with Jerry Crowley, who takes over the Crowley-Labrum office here.

SIDNEY GORCHOV of the Harvey Best Agency, Philadelphia, has written a series of articles entitled "Why Advertising," which will be published in the Philadelphia newspapers.

WDEL Signs Earnshaw Series

Charles Michelson, eastern representative of Earnshaw Radio Productions, has placed the Earnshaw "Radio Short Stories" series on WDEL, Wilmington, Del. This makes an even 50 stations throughout the country now using "Radio Short Stories."

Stuart Allen Set

The signing of Stuart Allen by American Tobacco Co. for the Lucky Strike Hit Parade broadcasts was officially confirmed yesterday. Allen will replace Buddy Clark effective with the June 12 broadcast, and will be heard as the male vocalist on both the NBC and CBS shows.

Sperry Flour Shifting

Speery Flour on June 23 will shift to a Friday 3:15-3:30 p.m. (PST) spot on the CBS Pacific coast network.

1	9	3	7
4	5	6	7
10	11	12	13
14	15	16	17
18	19	20	21
22	23	24	25
26	27	28	29
30			

June 9
Greetings from Radio Daily

to
Paul B. White
Fred Waring
Charles Webster
Joe Biviano



● ● ● Jack Lavin, plans to open his own office about Aug. 1, handling a limited number of name acts as personal representative.... he will leave on a four-week vacation trip within a few daysMarx Brothers' appearance on "Hollywood Hotel" Friday night will serve as a "public audition" for three sponsors—one being the Victor Moore-Helen Broderick biscuit maker!...Don't be the least bit surprised to find Francia White "answering the love call" of Frank Parker on the Chesterfield show, sharing duet-notes!...Martin Freed, Al Jolson's personal musical director, is slated for an air show all his own emanating from the coast....Peter Van Steeden's contract on the Ipana show will be renewed effective July 7....Haven MacQuarrie has just been signed by the William Morris office and will return in the fall (which we stated many editions back) with "Do You Want To Be An Actor"....Literary dept....Benny Fields and Blossom Seeley have authored a script based along domestic strife in which they portray the principal characters. Two agencies have shown interest in the contemplated show by requesting a reading....Joseph Julian, who is heard on the Myrt and Marge and Floyd Gibbons programs, has written a play about flicker distribution called "All the People" which will be tried in summer stock....Haven't heard of a writer writing anything lately, have you?

● ● ● During its anniversary celebration last week, WHB, Kansas City, revived several transcriptions made at various times during the station's 15 years on the air. One was a disk recording the activities at the 1925 Radio and Electrical Show held at the now razed convention hall. Among the voices heard on this recording are those of Bill Hay, John T. Schilling, general manager of WHB; Leo Fitzpatrick, who then was manager of WDAF, Lamdin Kay and Harold Hough....John Adamy, the ice man of WCAO, Baltimore, has aroused the jealousy of other announcers at this station by securing assignment to the refrigerator program for the summer season....John says, whatever the temperature, he expects to spend a cool summer!

● ● ● John Nesbitt has been renewed on his "Passing Parade" for ONE year as of June 15....Sharri Kaye, former swingster for Al Donahue at the Rainbow Room, will be reviewed by picture scouts tonite....Ed Sullivan is being offered to agencies via an air show called "A Star Is Born" in which he is to present "comers" in all branches of the amusement field....Frank Kelton won't take up his duties as head of exploitation for Campbell Connelly, Ltd., until July—because of the grave condition of his mother....Ben Marden sent for newspapermen from Boston, Pittsburgh and Philly to attend the Riviera opening last night....Leah Ray auditions for a big air show from the coast this week....CBSlinger Andre Baruch desires that we deny the report that he is married—but definitely!...William Farmer will have a twice-weekly NBC wire from the Sunken Gardens in Radio City after his opening the 15th.

● ● ● Ronald "Dutch" Reagan, former WHO, Des Moines, announcer, who quit the mikes for the cinema, has been undergoing some drastic alterations in his personal appearance since he arrived at Warners in Hollywood recently....A tailor has designed "Dutch's" coats to make the sportscaster's manly shoulders appear less broadShirts have been especially patterned to enlarge the appearance of his head on the screen....And as the last straw, make-up artists have decreed that Reagan's heavy, masculine eyebrows be plucked!More than 25 different characters have been portrayed by Hal Nichols and Foster Rucker in the rural drama, "Small Town Hotel," via KFOX, Long Beach, Cal....All parts are played by the boys with as many as seven variations appearing in a single show!...WTMJ, Milwaukee, had a special announcers' "show-up" for the salesmen.... Seems the sales force never met the slingers, so the latter were paraded under lights via a police line-up!

GUEST-ING

DOROTHY STONE, interviewed at 3 p.m. by Powell Clark on "Grandstand and Bandstand," today (WMCA, 2:30-5:30 p.m.)

BURGESS MEREDITH, in special one act play, "Decision," by Robert Newman; DOC ROCKWELL, CROSS and DUNN and JOE LAURIE, JR., on Rudy Vallee program, tomorrow (NBC-Red, 8 p.m.)

EDYTH WILSON and THE CHARIOTEERS, on Louis Armstrong "Harlem" program, June 11 (NBC-Blue, 9 p.m.)

JOAN BLONDELL, RICHARD RODGERS and LORENZ HART, on Chase & Sanborn Hour, June 13 (NBC-Red, 8 p.m.)

ANN HARDING and JAMES STEWART, in "Madame X," on Lux Radio Theater, June 14 (CBS, 9 p.m.)

HERMAN BING, on "Broadway Melody Hour," today (WHN-WOR, 8 p.m.)

ROCHELLE HUDSON, on Walter Winchell program, June 13 (NBC-Blue, 9:30 p.m.)

GILBERT ROLAND, HELEN MACK, LIONEL ATWILL and DOROTHY LAMOUR, in "The Last Train from Madrid," on "Hollywood Hotel," June 18 (CBS, 9 p.m.)

DAVE DRISCOLL and JERRY DANZIG on Ed Fitzgerald's Variety Show, today (WOR, 10 a.m.)

ETHEL WATERS, on Ben Bernie's American Can program, June 29 (NBC-Blue, 9 p.m.). Booked by Herman Bernie.

NANCE O'NEIL, on "Hammerstein Music Hall," June 15 (CBS, 8 p.m.)

FAY BAINTE, in "Michael Strogoff," on Kate Smith's "Band Wagon," tomorrow (CBS, 8 p.m.)

Junior Legion Tieup

WTAQ-WHBY, Green Bay, Wis., have made arrangements whereby their weekly news magazine, "Radio Beacon," will be distributed every Friday by members of the Sons of the American Legion, Boy Scouts and the Sea Scouts. The city is divided into 12 areas for distribution purposes.

F. T. C. CASES

Cease and Desist Orders

Sparks-Withington Co., Jackson, Mich., under a stipulation signed with the Federal Trade Commission, will discontinue representations that Sparton radio tone control makes reception possible under any condition, and that by use of the Sparton, programs are received clearly and distinctly from all American stations or from various foreign countries or from outpost stations in remote parts of the world.

WITH THE ★ WOMEN ★

By ADELE ALLERHAND

ROSALINE GREEN of the lush vocal personality likes her job because it's difficult....Because the organized resistance to femme announcing aroused the old "I'll show 'em" spirit in her.... Although she gets a kick out of trail blazing, she really prefers acting on the air, as a profession....Was in stock and did one Shubert show....Has turned down innumerable flicker and theater bids...Rosaline's been in radio 13 years, having entered it via WGY, Schenectady, when she was at N. Y. State College.... Asked Joe Barnett, then at WOR, for her first radio job in N. Y. C....She didn't get the job....P.P.S....She's been Mrs. Joe for a year and a half....In 1927 did a half-hour broadcast that held a foretaste of television, a stunt called the Ray-foto process, idea being to transmit still pictures....Wrote script, directed and acted, with a cast each member of which is currently a "theater" or "radio" name, at a collective salary not large enough to cover their present taxi-fare appropriations....

Doesn't know whether she prefers her work on the "Hour of Charm" program to her efforts on the Mrs. Roosevelt broadcasts....Says she enjoys the former as much as any program she's ever done, partly because the other gals love it so....With regard to the latter, insists that contact with the First Lady is an inspiration, and the lady herself a grand human being....Was genuinely thrilled to lunch at the White House last week, but regretted the President's absence....Although the possessor of a creamy voice that makes other lasses' vocal efforts sound like skimmed milk, believes there are plenty who can do what she's done....

Tim and Irene in process of organizing an ex-vaudevillians club, with all the "in-the-money" teams as charter members, object being to extend the well-known helping hand to less successful brethren....Weed & Co.'s Grace Walsh (she's sec to Joseph J. Weed, prexy) and Wm. Hennessey, v.p. of the European-American Travel Bureau, are honeymooning in Bermuda, the nuptial contract having been sealed June 5....The hillbilly ranks are being swelled, with Elton Britt of the Zeke Manners gang proudly announcing the June 7 arrival of an 8-pound lad....The name of Will McCune's new vocalizing attraction is Betty Allen, and she hails from out San Diego-way....



"FOR MEN ONLY"

Bristol-Myers, Inc.
WHN (WLW Line) Mondays,
8:30-9 p.m.
Pedlar & Ryan, Inc.

FAST VARIETY SHOW WITH BUT ONE WEAK SPOT—A SACRIFICE FOR A NAME ACT.

Vitalis show, formerly originating in WLW studios, resumes from the New York end of the WLW Line. Permanent talent is Ray Sinatra and orchestra; Joey Nash, tenor, and Paul Sullivan, news commentator. Among guests were Bert Acosta, flyer, who told of his Spanish civil war experience and did it well in so far as delivery was concerned at least; Patrick Ryan, who won \$150,000 on the recent Irish Hospital Sweepstakes, telling his story in a swell brogue, and Estelle Taylor, who offered a dramatic piece from "A Family Affair" in which she played

the daughter of Judge Hardy. Miss Taylor probably was nervous and couldn't compete with the work of the one in the role of her father. Bradley Barker offered animal sound imitations, second to none in his line, and Alex Morrisson golf pro, whose work is familiar to radio listeners, did nicely as usual. Alex was worked into a sort of testimonial, but it wasn't poorly done.

Sinatra did well with the ork selections and accompaniments and Nash seemed to be in especially fine voice. Sullivan is first-rate as a commentator, and all of the program was coordinated in a manner that made for speed and entertainment. Perhaps in spots there was too much of a rush. From the opening gun, Fred Uttal gave it the works, outdoing Floyd Gibbons, if anything. Credits were along the 60-second workout biz and against the oily patent leather look of the average hair slicker.

NEW BUSINESS

WBAP, Fort Worth

Dodge Bros., disks, through Ruthrauff & Ryan, N. Y.; Brown & Williamson Tobacco, "Baron Munchausen" disks, through BBDO, N. Y.; A. J. Krank Co. (lather creme, etc.), through McCord & Co., Minneapolis; Allis - Chalmers; Ralston - Purina, through Gardner Adv'g Agency, Chicago; Burrus Mills (flour), through J. Walter Thompson, also over Texas Quality Network; Crazy Water Co. (Crazy Crystals), through Rogers Smith Agency, Dallas; Cosden Oil Co., through Advertising Business Co.

Boston

WEEL: New England Tel. & Tel., through Doremus & Co.; Little Tree Farms, through Harry M. Frost Co.; T. Noonan & Sons, through Doremus & Co.

WNAC: Calo Food Products, Oakland, Cal., through Emil Brisacher and Staff, San Francisco; Colgate-Palmolive-Peet, through Benton & Bowles (also on 12 other Yankee network stations).

WAAB: Little Tree Farms, New England Tel. & Tel.

San Francisco

KPO: Standard Oil of Cal., through McCann - Erickson; Sperry Flour (Gen. Mills), through Westco Adv'g Agency, S. F.

KGO: Best Foods, through Benton & Bowles; Table Products, through Lord & Thomas; Kraft - Phenix Cheese, through J. Walter Thomp-

son; Allis-Chalmers, through Bert S. Gittins, Milwaukee.

WMCA, New York

Grace Donahue Inc. (beauty preparations), through Redfield-Johnstone Inc.; Trutonophone Inc. (hearing aid), through Klinger Adv'g Corp.; Unity School of Christianity, Kansas City.

WJBK, Detroit

Pet Milk Co., St. Louis, renews Polish Varieties Hour for six months, through Gardner Agency, St. Louis.

WTAR, Norfolk

7-Up, "Man in the Street," featuring Jeff Baker, with giveaway tieup.

WOW, Omaha

Quaker Petroleum, "Mid-Day Melodies," handled by Program Manager Harry Burke.

WBT, Charlotte

Allis-Chalmers, disks; Chevrolet, "Musical Moments" renewal.

WRVA, Richmond

Gulf Refining, "Gulf Varieties" programs.

WSYR, Syracuse

Le Roy Casper (Ford and Lincoln distributor), "Sons of Pioneers," disks.

★ F. C. C. ★ ACTIVITIES

APPLICATIONS GRANTED

Lincoln Memorial University, Middlesboro, Ky. CP for new station. 1210 kc., 100 watts, unlimited.

WLMU, Middlesboro. Mod. of CP to make changes in equipment and increase power to 100 watts, 250 watts LS. 1210 kc., unlimited.

KALB, Alexandria, La. Mod. of license. 1210 kc., 100 watts, unlimited.

EXAMINER'S RECOMMENDATIONS

West Texas Broadcasting Co., Wichita Falls. CP for new station. 1380 kc., 1 KW., unlimited, be granted.

Wichita Broadcasting Co., Wichita Falls. CP for new station be denied.

Faith Broadcasting Co., Inc., Wichita Falls. CP for new station be denied.

KFPL, Dublin, Tex. App. for vol. assignment of license to WFTX, Inc., be denied.

WFTX, Inc., Wichita Falls. CP for change in frequency be denied.

Beaumont Broadcasting Association, Beaumont, Tex. CP for new station. 1420 kc., 100 watts, unlimited, be granted.

WMBH, Joplin, Mo. CP for change in frequency, power, be denied.

APPLICATIONS DENIED

J. Leslie Doss, Sarasota, Fla. CP for new broadcast station.

Northern Broadcasting Co., Traverse City, Mich. CP for new station.

Power City Broadcasting Corp., Niagara Falls, N. Y. CP for new station.

Niagara Falls Gazette Publishing Co., Niagara Falls. CP for new station.

National Television Corp., New York. CP for new visual broadcasting station.

WTMV Expands News Bureau

East St. Louis, Ill.—WTMV has enlarged its news bureau, adding two high speed INS printers that also carry Universal Service, the night wire.

Viewpoints

Screen Names Lack Punch As Entertainers on Radio

"In commercial radio, which is the backbone of the industry, a great many clients are buying top-heavy cinema talent, staking larger sums on the box-office of screen names. In most cases the picture stars contracted do not do the job of selling through the loudspeaker that is done on the screen. They seem to lack a spoken punch that they deliver before the camera. All this time, top-notch radio actors have been standing idle in New York stations. It's no far cry to assume that we are in a talent cycle that will bring network shows back to New York."—JOHN MAYO.

CLYDE BARRIE

CBS

Thursday

6:15 P. M.



HAROLD STAFFORD is handling production and Richard Kress is director for the old fashioned community sings being aired each night this week over WLS from the auditorium of Chicago Historical Society in connection with celebration of "Historical Chicago Week."

Ken Fry, NBC special events director, on annual vacation at McCormick Creek State Park down in southern Indiana this week.

George Kercher of Edward Petry & Co. taking his annual vacation. He's spending it moving to new house in Evanston.

Norm Gregg has supplanted Julian Bentley as press agent on Carnation Contented account. Gregg was formerly with Erwin Wasey.

Fort Pearson picked by Campana to do the announcing on "First Nighter" now that it's back here.

Marjorie Hannan of "Bachelor's Children" script show is laid up by influenza.

Connie Osgood, free lance actress, back in town after six months in Hollywood where she worked on Lux show which is going off for the summer.

Reinhold Schmidt, bass-baritone of the Continentals quartet of the Carnation Contented hour has been engaged by Chicago Grand Opera for the fall season.

BOSTON

John F. McNamara, Program Director of WBZ-WBZA, sails for Europe on June 19 for a six-week vacation trip.

John A. Holman, General Manager of WBZ-WBZA, commuting between here and Washington, New York and Springfield on the desynchronization of the two stations.

Charle Phelan, Yankee Network sales manager, has gone to Pittsburgh to be present at his son's graduation from Kiski prep school.

BALTIMORE

Zell Motor Car Co., Packard distributors, has started a series of variety shows over WBAL on Sunday afternoons.

WCAO is aiding the city in a tax collecting drive by granting time to City Collector Thomas G. Young for brief talks.

WBAL is the outlet for a new series of programs by the Maryland Congress of Parents and Teachers.

Weekly band concerts from Patterson Park will be aired over WBAL starting tomorrow. City Park Band and Municipal Band will alternate weekly.

ORCHESTRAS - MUSIC

KAY KYSER and ork are continuing their one-nighters until June 21, on which date he opens at the Ritz-Carlton Hotel, Boston. He appears at Washington & Lee University tonight and tomorrow. He makes music at the June German of the Carolina Cotillion Club, Rocky Mt., N. C. on June 11. Last week he played in 7 different states in the same number of days.

Chick Webb and his orchestra will be booked exclusively through the William Morris office, effective immediately.

Teddy Hill and the band have been signed for the Palladium in London, following their Paris engagement at the Cafe des Ambassadeurs.

Norfolk and Virginia Beach are featuring name band attractions this year, with emphasis on one-night stands. Jimmy Lunceford headed the line-up with a date at the Hollywood, sepia nitery, about a month ago. Paul Whiteman launched the season at Virginia Beach with a May 29 booking at Seaside Park. Fats Waller played the Hollywood yesterday; and two more beach bookings are for Hal Kemp tomorrow and Tommy Dorsey on the 16th.

Lee Grant's Champion Ork, heard over WMCA, presents two ditties of identical title, "That Southern Hospitality", one of which is from the current flicker "Turn off the Moon"; the other was a favorite in 1915. They'll both be heard on the "Grandstand and Bandstand" show at 5 p.m. tomorrow.

Paul Specht is back in the lime-light, batoning a new ork at Benny the Bum's, in Philly.

Joe Landy and ork are set for the summer season at the Bala Inn, Bala, Pa.

Bob Kay and his band do a repeat

at the Martinique Cafe, Wildwood, N. J., for the summer season.

The Summer Jubilee Orchestra, headed by batonist Charles Stone, is being featured at College Inn, with a WBBM-CBS wire.

Freddy Martin, now road-touring, starts a fortnight's engagement at Claridge Hotel, Memphis, June 18.

Mickey Familant, whose orchestra has been making merry at the Silver Lake Inn, leaves the Philly roadhouse for the Beach Club at Wildwood, N. J.

Program of the NBC Music Guild, featuring Marcel Dick and Yella Pessl, will offer a newly discovered sonata for the viola and harpsichord by Wilhelm Friedemann Bach, son of Johann Sebastian Bach, Friday, June 18, from 2-2:30 p.m. over the NBC-Red. Introduction and allegro movements are scheduled to be heard.

The Columbia Symphony Orchestra will attempt to capture the spirit of India, Provence and Spain, in presenting three tone poems on "Everybody's Music", over the WABC-CBS network on Sunday, 3:30-4 p.m. Howard Barlow will direct the orchestra. Henry M. Neely, the "Old Stager", will comment in his usual fashion. "La Peri", an oriental study by Paul Dukas, "Pavane pour un Enfant Defunte", by Maurice Ravel, an antique slow dance in the Provencal tradition, and "Iberia", by Claude Debussy are the selections to be played.

Among the alumni of the Irving Aaronson ork are Bunny Berigan, Art Shaw, Lou Bring and Hal Hixon.

The Fred Ebener musical aggregation has moved from Chez Paree in East Omaha to Krug Park in Omaha, replacing Dusty Rhodes, and are heard over the Chez Paree.



ANDY DEVINE, after being busy for a month in films, returns to the Jack Benny program next Sunday.

Every member of the Benny cast is now engaged in film work, including Mary Livingstone, Kenny Baker, Don Wilson, Phil Harris and Benny himself.

The Jane Froman-Don Ross program which will carry on for Jell-O during the summer vacation of the present stars will have a new orchestra under the direction of D'Artega, noted Spanish-American theatrical conductor and arranger. His full name is Alfonso Armando Fernandez D'Artega.

CBS installing fancy audience clocks and neon signals in new Vine street theater. Clocks will be 27 inches high, on panels six feet long, along which "Stand By" and "On the Air" signs will flash to inform audiences.

Phillips Lord Case Delayed

Federal Judge John C. Knox, yesterday denied the application of Phillips H. Lord (Seth Parker) to place his \$50,000 damage suit against Pathe News on the June 21 calendar. Judge Knox ordered the case to a jury trial on the calendar of Oct. 11, 1937.

Action grew out of an agreement alleged to have been made between Lord and Pathe on July 26, 1933, wherein Lord was to sail around the world and take pictures, with Pathe supplying technicians and a director and defraying 50 per cent of the costs, Lord in turn to receive 50 per cent of the net proceeds. Lord avers that Pathe dropped out of the picture and that he was forced to use another concern.

Coming Events

Today: Radio Manufacturers Ass'n annual convention, Hotel Stevens, Chicago.
June 1-10: Radio-television exposition, Moscow.

June 10-13: Radio Parts Manufacturing Trade Show and Institute of Radio Service Men, Hotel Stevens, Chicago.

June 10-17: British Television exposition, organized by Radio-Electrical Industry of Great Britain, South Kensington Museum, London.

June 14-19: International Congress of Performing Rights Societies, Paris.

June 13-16: Pacific Coast Advertising Club convention, Hotel Utah, Salt Lake City.

June 14: American Federation of Musicians' annual convention, Louisville, Ky.

June 20-23: National Association of Broadcasters' annual convention, Hotel Sherman, Chicago.

★ ★ ★ QUOTES ★ ★ ★

HELEN MENKEN: "The pace of the theater is comparatively leisurely, but in radio the maximum effect must be achieved in a minimum amount of time. The ear is less patient than the eye. Radio drama, both in writing and acting, must be stripped of non-essentials; it must be direct and proceed from its fundamental premise to a logical conclusion without loitering along the way. A radio actor's every word must paint its picture and advance the action of the play."

PETER J. TESTAN: "As general manager of an independent station I find that the outlets, not affiliated with chains, can do much toward furthering civic interest in the city or town which houses them. Time

not allotted commercially can be filled with entertainment, talks, etc., by representatives of active city groups. Many worthwhile features can be aired thereby while you acquaint listeners with the value of each department in its relation to city or town government. WBBM has given free time to many organizations, and listener interest is proven by heavy mail response."

HUGO MARIANI: "I believe that swing music can be woven into many of our other styles of rhythm, and made more popular in this fashion. For example, I am at present working on a modern interpretation of the tango, to be done in smart, swing manner."

Philadelphia

Esther Durkin, who worked in the WIP production department for five years and then with the Solis Cantor Ad Agency, has joined KYW as secretary to James Begley, program manager.

Mt. Sinai Hospital "Question Box of Health," heard Saturdays over KYW, marks the 100th consecutive broadcast on June 12.

John Parson, WIBG announcer, is doubling his spiling abilities at the track meets in Norristown, Pa.

For the first time, Donald Withycomb, WFIL general manager, fails to make the NAB convention, held to his desk due to the pressure of increased summer business.

Iowa Soap Co. (Magic Washing Powder) drops its sponsorship of the "Question Box" over KYW for the summer.

Van Wallen, radio director and continuity writer, addresses the Youth Drama Group at the Art Alliance on "Radio Experiences" at their weekly Thursday forum.

Virginia Hackett will conduct radio religious services for shut-ins over WCAM on a thrice weekly schedule.

Murray Arnold, WIP public relations director, takes top ranking honors in the amateur tennis tourney.

Joe Nassau now doing his news and sports commentating seven days a week over WIBG.

The Singing Parson, heard daily over WCAU, makes his last broadcast on Friday for the summer season, set to return early in September.

Ruth Howlett, who formerly conducted the Children's Theater of the Air over WFIL, stages a radio review this week at Mercantile Hall, featuring Bonnie Stuart, KYW-NBC singing star; Charles Hogg, boy tenor on WIP; Jean Meiers, the "Lullaby Lady" on WIBG; and Roy Allen, from WPG, Atlantic City.

Ed Wallace, WIP production chief, airing a gossip column nightly.

Sandy Guyer, who assists Jack Barry on the WIP baseball broadcasts, chalks up his 200th consecutive games aircast this week-end.

Carolyn Ann Cross, director of the WIP Homemakers' Club, inaugurates a new feature for her weekly visual show. Each week she will bring in a WIP staff member for an interview about the person's life before joining the WIP staff. First assignment goes to Howard Jones, announcer.

Jack Steck, WFIL emcee, is arranging a two hour vaudeville show as the high spot of the WFIL Women's Club picnic at Woodside Amusement Park on June 30.

Norman Jay back at the WFIL studios for his commentating after attending the National League of Masonic Clubs convention in Cincinnati. His local show carried on from Cincinnati through the WLW line.

W. Fred Ford, WCAU sports commentator, is spending the week at Faraway Farms.

Horace W. Feyhl, production chief

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:
No. 41 of a Series

WFLA—Tampa-Clearwater, Florida

620 Kc.—5,000 Watts Day, 1,000 Watts Night

W. WALTER TISON, General Manager

WFLA, as it is known today, grew out of a combination of stations and ideas dating back to the hectic "boom" days in Florida, when WGHB made its bow at Clearwater. However, WGHB was a "boom" station. It was conceived by a real estate developer, one George H. Bowles, who induced W. Walter Tison, former WSB technical man in Atlanta, to bring down to Florida a discarded WSB 500-watt transmitter. This transmitter is now part of the Smithsonian Institute's radio exhibits, courtesy WFLA-WSUN. With this ancient transmitter, Tison started off, as well as managed the new Florida station. Thus arranged, the station ran for many years and finally new equipment was installed, WGHB was sold to the City of Clearwater, and the call letters were changed to WFLA. The year 1930, found WFLA leased to Florida West Coast Broadcasting Co., who immediately started NBC network service, announced a new 16-hour schedule and general technical improvement for WFLA.

In this progressive step forward, WFLA continued under Tison's management until recently, when the station was sold by the City of Clearwater to its former operating company, a Florida Corporation, headed by Clearwater's former Mayor, Hon. H. H. Baskin, as president, W. Walter Tison, first vice-president, and Fred J. Lee of the Clearwater Chamber of Commerce, second vice-president.

Under this new setup, WFLA started as a 500-watter. Time passed, power was raised and frequency changed each time bettering the facilities, until today WFLA is one of Florida's outstanding stations operating a 5 kw. transmitter at Bayview, near Tampa.

It may be of interest to point out also, that WFLA exploited America's first directional antenna system, proving to the satisfaction of the industry that directional broadcasting is not only practical, but expected as well.

Today, too, WFLA occupies the unique position of serving with studios not only in Clearwater, but with large modern air-conditioned studios in the Tarr Building, Tampa, from which the majority of all programs now originate.

In St. Petersburg, WFLA has a staunch ally in WSUN thus creating, on Florida's West Coast, one of the strongest radio combinations in the South.

Some additional interesting firsts, along with being the first station to use a directional antenna, can be credited to WFLA, as follows: first full-day schedule in Florida, first air-conditioned studios in Florida, first vertical radiator in the state, and many other firsts in programs and production.

Finally, WFLA today dominates the Tampa trade territory with a steady, clear signal, dependable service and an exceptionally well balanced arrangement of NBC and local programs of popular public acceptance.

Programs That Have Made Station History

8. Fred Hoey's "Hello Everybody" on WAAB and Colonial Network.

PROBABLY without equal in the U. S. is the daily audience of some 10,000,000 baseball fans who listen to Fred Hoey's familiar "Hello Everybody" in his daily broadcasts of the home games of the Boston Bees and Red Sox over Station WAAB, Boston and some 15 stations of The Colonial Network.

In addition to the New England coverage of six states, the Boston

at WCAU, is announcing the Children's Hour over WABC, New York, on Sundays. He uses the name of Horace Blue, same as when announcing "Pageant of Youth" over NBC.

Harold Higgins, Boake Carter's official engineer, leaves with the Philco commentator for the company sales convention this month at White Sulphur Springs.

broadcasts are received in the Maritime Provinces, parts of Quebec, northern New Jersey and parts of New York City, the latter reception coming from the strong WICC, Bridgeport, Conn. station.

For ten years The Yankee Network, and now The Colonial Network, has had no competition in this field. Eleven years ago a Boston newspaper fostered a broadcast with Ted Husing at the mike. When that station changed hands it also forfeited its rights to broadcast the games. Since that time Fred Hoey, one of the pioneers of baseball broadcasting, with 11 years' experience, has had the exclusive rights at both Boston ball parks.

One of the thrills of Hoey's career at the mike was in 1927 when he announced every 15 minutes during the Braves game the progress of

San Francisco

Doug Montel has been battling for Dwight Newton, who conducts the Uncle Harry program along with other shows on KYA, during the latter's illness.

Johnny O'Brien's harmonica group gets three spots weekly starting tomorrow, and later may go coast-to-coast.

Jimmy Doyle handled the mike for the KJBS-KQW airing of the fourth annual Madrone Rodeo on Sunday.

Arthur Peterson, Tizzie Lish imitator on Dean (Budda) Maddox's amateur show, in Reno for an engagement.

Ray Harrington is directing Jack Meakin's airshows now that the maestro is vacationing.

KYA and Orange net now airing music featuring Don Steele and Dixie Marsh, vocalists, from the "Greenwich Village," supper club. Lyle Daniels supplies the swing.

KROW Notes: Herb Allen, sports-caster, confined to home after a nervous collapse. Ernie Smith, KYA, subbed for him the other night, but Otto Eggenberger, former KLX, will temporarily take over Herb's work.

Production Mgr. Scott Weakley's contract with Federal Emergency Education bureau teaching radio technique renewed for another term. Dudley Manlove, announcer, vacationing for two weeks in Cinemaville.

SAN ANTONIO

The Simpson Sisters, popular San Antonio singing trio, who have appeared on many WOAI broadcasts, are joining an orchestra in New York.

Edna June Bump, WOAI staff pianist, who has discovered many local artists, is now featuring a 16-year-old torch singer, Nancy Gay.

Tune Wranglers have been booked solid every night at dances and other social events in South and West Texas.

Paul Girrard, formerly of KTAT, Fort Worth, is now the new program director at KTSA, succeeding Corwin Riddell, resigned.

Monte Magee is back on KONO doing a quarter-hour program nightly.

Announcer and Home Town Editor Walter Beck is back on deck at KTSA from that vacation.

Nell Semann, dance instructor, has a new Tuesday spot on KMAC.

Bobby Millar and his Olmos Club Band are airing nightly via KABC.

Charles Lindbergh in his famous hop to Paris.

Incidentally—on rainy days when the games are called, WAAB and the Colonial Network broadcast the feature races from Suffolk Downs with Nelson Churchill at the mike.

AIR 3-MINUTE ECLIPSE AFTER MONTHS OF WORK

(Continued from Page 1)

ing darkness and the confusion among the great black frigate birds as they settled on the island, the luminous gases enveloping the plant as the thin crescent of the sun disappeared altogether behind the moon, and the rest of the strange phenomenon until the totality ended.

NBC had the cooperation of the U. S. Navy-National Geographic Society Expedition.

CBS broadcast an eye-witness account of the eclipse at 6-6:30 last night when William Perry, CBS staff announcer, gave a description of the phenomena from Casma, Peru. At the Hayden Planetarium's Grace Peruvian expedition, where the sun was blotted out for 3½ minutes, Perry also interviewed Hans Christian Adamson of the Hayden Planetarium. Perry's description climaxed the most ambitious scientific project ever attempted by CBS, the network having shipped delicate equipment 3,100 miles to a spot 10,000 feet high in Casma, 300 miles from Lima. Ray Newby, engineer, supervised the transportation of the equipment on an expedition which left on May 14.

A. F. M. May Tighten Up On Synchronized Music

(Continued from Page 1)

some sort is expected to bring the producers and theater owners around.

Other major item, as already mentioned, is the ban on recordings on the air. While these two resolutions are definitely set to be brought up at the Tuesday afternoon sessions when the business of the convention is scheduled for the week, many other important proposals are also on tap. President Joseph N. Weber and numerous delegates have already left for Louisville.

Summer Radio Course

Lafayette, Ind.—Planning and production problems of radio programs will be covered in detail in a unit course on radio broadcasting that will be offered at Purdue University, June 17-July 8, as part of the regular summer session.

ONE MINUTE INTERVIEW

DONALD DAVIS

(Head of General Mills)

"Because radio advertising is available EVERY day, and because stations are so located that individual markets can be reached at will, there is a high degree of flexibility in radio advertising which permits almost INSTANTANEOUS change of attack to meet new conditions in any given markets as they arise."



Coast-to-Coast



BOB POOLE, self-styled plow-handle deserter from Stoneville, is back on the Early Morning "Monotony," featured morning program over WBIG, in Greensboro, N. C. Bob has received more pencil-written postcards than any one man in the south, most of them admitting that he is the craziest man on the air. His original "heart-to-heart" talks during the early morning hours between 6 and 7 o'clock have produced some very ridiculous situations and have made many friends for WBIG. This program features everybody from the janitor to visiting celebrities.

Bob Martineau, announcer at WTHT, Hartford, and **Abby Allen** are now Mr. and Mrs. The wife beat Bob to the punch in going coast-to-coast by appearing on Ed Fitzgerald's variety program.

Jay Crum, formerly with KTUL, has joined WTMV, East St. Louis, as announcer to replace Alex Buchanan, who is summering in Europe.

Peoples Radio Guild has started a Sunday summer series over KIRO, Seattle, offering a course in union labor history.

Emil Wachter and **Bud Doelling**, singers at WTMV, East St. Louis, have signed for the St. Louis Municipal Opera summer season.

Ed Sprague, sports announcer at WCAE, Pittsburgh, is doing a bit of sales work during spare time.

Chuck Gussman, formerly at WHB, Kansas City, and recently at WLW, Cincinnati, while in K. C. for a vacation, filled in at the mike Saturday afternoon while regular WHB announcers were rehearsing the station's birthday party program.

WBIG, Greensboro, N. C., aired highlights of various college commencement activities, and among speakers were **Roger Babson**, Governor **Clyde R. Hoey** of N. C. and **Josephus Daniels**, ambassador to Mexico. At the annual encampment of the N. C. department of the Veterans of Foreign Wars, WBIG aired the addresses of **General Smedley Butler** and **Senator Robert R. Reynolds**, as well as carrying the feature events of the meet.

Alan Roberts, tenor, will be heard at a new hour over Station WMCA, starting today, broadcasting at 7:15-7:30 p.m. He will be accompanied by **Carl Fenton** and his orchestra.

KOBH, Rapid City, S. D., broadcasts six hours of news daily. Assistant Manager in Charge of Programs **Archie Hall**, is newscaster.

Vacation schedules at WTAR, Norfolk, have been worked out by Gen-

eral Manager **Campbell Arnoux** so that no two department heads leave at the same time. Promotional Director **Ralph Hatcher** heads the list, with **John Carl Morgan** (announcer) next, followed by **Shirley Hosier** (programs), **Vaughn Bradshaw** (production), **Lee Chadwick** (copy), and **Jeff Baker** (announcer). Engineering staff will be scheduled later after completion of new transmitter location.

"Virginia Beach on the Air," a summer series for the past few years on WTAR, Norfolk, has signed again for the season. **Irene Lukas** of the WTAR sales staff closed the deal. Half-hour thrice weekly.

"Fortune Calls," aired over WISN, Milwaukee and sponsored by **Julian Goldman**, has been renewed for 26 weeks.

Johnny Olson, heard weekly over WTMJ, Milwaukee, has returned from the north woods itching to get back to work—the result of mosquito bites.

Alun Williams of WMCA now has a daily morning commercial, "Morning Meditations," under the sponsorship of the Unity School of Christianity of Kansas City.

Chuck Thorndike, interviewer on the "Man Behind the Cartoon" weekly series over WINS, has arranged an unusual broadcast for tomorrow night at 8:45 p.m. He will bring to the microphone the man who is responsible for the ideas behind most of the recent cartoon contests that have been sweeping the country.

Johnny and Joe, Hawaiian act at WTMV, East St. Louis, have opened another music studio, enlarging their string to two. Main studio is in St. Louis, and the new school in Granite City, Ill.

NBC Guided Tours will get a lay-out soon in an issue of *Life* magazine as a result of 15 *Life* reps taking the tour.

John H. MacDonald, NBC director of the budget, will address the delegates at the convention of National Office Management Association, in Chicago, June 9.

Bill Bailey, NBC announcer who was rushed to the Mt. Sinai Hospital in Philadelphia, for an emergency appendix operation is reported as coming along nicely.

Brian Elliott, KLZ announcer, is subbing as the sidewalk Denver's Inquiring Reporter, while **Wesley Battersea** is vacationing in the South.

Jack Fitzpatrick, newscaster at KLZ, Denver, is now on his fourth year with a daily sports review.

14 BIG SPORTS EVENTS FOR NBC EXCLUSIVELY

(Continued from Page 1)

the web, either this year or next, while some 40 other events also will be aired. List of exclusives include:

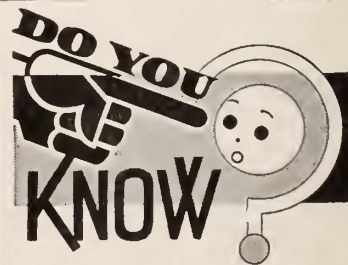
The next heavyweight fight between the winner of the Braddock-Louis fight, which NBC has already sold to Buick, and **Schmeling** in September has already been contracted for by the net. Both the **Roosevelt Raceway** event on July 3 and the **Indianapolis Memorial Day** races are tied up, the latter event for the next three years. In the track field, all A. A. U. meets, two a year, indoor and out, and the **ICAAAA** track and field meet are contracted for until the 1940 Olympics.

Other exclusives are the **International Open Gold Golf Stakes** at Belmont, Mass., the richest stake in golf, \$12,000; the **National Air Races** at Cleveland, date to be decided.

Exclusive horse races are the **Pimlico Preakness**, the opening of the new **Delaware Park Race Course** at Wilmington on June 26 (KYW will carry the Saturday races from the track), the **Foxcatchers National Steeplechase** on Sept. 11 from Fair Hill, Md.; the **Maryland Hunt Cup** race in April; the **Delmar Handicap** on July 3 from the new **Bing Crosby** track near San Diego.

Other special events NBC plans to cover, not necessarily on an exclusive basis, are the **Harvard-Yale** boat race, June 25; the **Poughkeepsie Regatta**, June 22; **International Yacht** races, starting July 31; **Hambleton Trotting Stakes**, Aug. 11, from Goshen; the **Futurity** on July 31 from Arlington; the **Ascot Gold Cup** race on June 17, through the BBC; **Wimbledon** Tennis matches from England starting June 21, with **John R. Tunis** announcing; the **Sugar Bowl** game from New Orleans, and the **Rose Bowl** game from Pasadena, along with a long list of other collegiate games.

Within a few days CBS will announce another list of exclusives. NBC is now negotiating for a number of other sports events.



Benay Venuta was once a ballet girl in **Grauman's Oriental Theater** in Hollywood with **Myrna Loy**.



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 86

NEW YORK, N. Y., THURSDAY, JUNE 10, 1937

FIVE CENTS

Civic Groups Want Time

TIME AND NETWORKS SET ON TWO P. & G. SHOWS

Procter & Gamble has set the time and network for two of its daytime shows which were recently renewed for 52 weeks.

"Mary Marlin," dramatic sketch, moves to 10 a.m. on the NBC-Blue network and will be heard over WJZ, WBZ, WBZA, WBAL, WMAL, WSYR, WHAM, KDKA, WGAR, WXYZ and WLS.

The Gospel Singer will be heard at 11:45 a.m. on the NBC-Red network, but will drop the following stations from its present line-up: KWK, WMT, KSO, KOIL, KLO, KGO, KECA, KFSD, KEX, KJR and (Continued on Page 3)

Pioneer Coast Disk Firm Now Under New Control

West Coast Bureau, RADIO DAILY

Los Angeles — Radio Recorders, pioneer Hollywood disk firm, this week effected changes in personnel and ownership, with Lou Winston's interest purchased by his former associates, and Winston withdrawing to assume sole ownership of Radio Producers of Hollywood, which has (Continued on Page 3)

Allan M. Wilson Joins Conquest Alliance Co.

Allan M. Wilson has joined the Conquest Alliance Co., international radio firm, as assistant to the president, C. H. Venner, Jr. Wilson, who recently arrived from the coast, is well known there as an author and a radio and advertising agency executive. With Conquest, he will su- (Continued on Page 3)

Dramatic Class

Cleveland—A class limited to 30 students picked by the Speech Department of Cleveland College will be given laboratory instruction in radio dramatics at WHK-WJAY studios this fall. Gene LaValle, dramatic director of United Broadcasting Co., will be instructor. Students will take part in sustaining shows.

Road Test

Adopting the policy employed by theatrical productions headed for Broadway, Ray Sinatra, whose "For Men Only" program made its debut this week over WHN and the WLW line, is taking his show on a "road tour" of the smaller stations in order to test material as to its suitability for larger hook-ups.

THREE CBS PROGRAMS WIND UP IN FEW WEEKS

Atlantic Refining Co., Knox Gelatine and Sinclair Refining Co. have served notice on CBS that they will terminate their programs within the next few weeks. Knox signs off June 24, Atlantic the following day, Sinclair on July 9.

First sponsor is heard Tuesdays and Thursdays, 11:15-11:30 a.m. with Ed East and Ralph Dumke. Atlantic is on the air Mondays through Fridays, 7:15-7:30 p.m. with a script show entitled "Pa and Ma." Sinclair (Continued on Page 8)

Zenith Radio Corp. Net Is Biggest In Its History

Net profit of Zenith Radio Corp. for the year ended April 30 was \$1,904,074, the largest in the company's history. Profit was equal to \$3.86 a share on the common stock, against \$2.46 a share in the previous year.

As a result of continued business (Continued on Page 8)

Socony Again Gets Yale Games, For Yankee Network and WMCA

Joe Weber in AFM Talk Over NBC-Blue Sunday

Joseph N. Weber, president of the American Federation of Musicians, will be heard Sunday night over the NBC-Blue network in a talk on the aims of the AFM, the address coming from Louisville, coincident with the Federation's annual convention next week. A concert performance (Continued on Page 8)

Educational Leaders in Nationwide Move for Evening Spots on Three Major Networks—Calling on FCC

By NORMAN WEISER

A nationwide movement, instigated by leaders of educational and civic organizations, is now under way in what may eventually lead to a complete revision of policy by the three major networks. An attempt will be made by these organizations, through the Federal Communications Commission, to force the NBC, CBS and Mutual to give currently sponsored time to the organizations for the purpose of presenting unbiased and un- (Continued on Page 8)

L. F. MUTER REELECTED PRESIDENT OF R. M. A.

Chicago—Leslie F. Muter, president of Muter Co., this city, yesterday was reelected president of the Radio Manufacturers Ass'n, in convention at the Stevens Hotel. R.M.A. also voted amendments increasing directors from 18 to 25.

Reelected directors were David Sarnoff, RCA; James M. Skinner, Philco; Paul V. Galvin, Motorola Co., Chicago, and Arthur T. Murray, United American Bosch Co., Springfield, Mass., representing set manufacturers; David T. Schultz, Raytheon, New York; Arthur Moss, Solar Co., New York, and Phil C. Lenz, (Continued on Page 3)

New Television Schedule Inaugurated by Don Lee

West Coast Bureau, RADIO DAILY

Los Angeles—New sight-sound television broadcasts announced by Don Lee Television Division include: Monday, 9-10 a.m. (PST), Tuesday, 10-11 a.m.; Wednesday, 11-noon; Thursday, noon-1 p.m.; Friday, 1-2 p.m.; Saturday, 2-3 p.m. Evening broadcasts daily 6:30-7:15. The images are televised on 45,000 kilo- (Continued on Page 3)

TOM MIX RETURNS SEPT. FOR RALSTON-PURINA

Ralston-Purina Co., St. Louis (cereal), has signed a 52-week contract with NBC for the return of the Tom Mix program to the air on Sept. 27. Series will be heard over 23 Blue network stations, Mondays through Fridays, 5:45-6 p.m., with a repeat for listeners in the mid-west at 6:45 p.m. Gardener Advertising Co., St. Louis, placed the account.

McCosker to Get Degree For His Service in Radio

Alfred J. McCosker, president of the Bamberger Broadcasting Service (WOR), will receive an honorary degree of Doctor of Law at the John Marshall College of Law on June 16. Similarly honored that day will be (Continued on Page 8)

Summer Tryouts

Harmon J. (Hi) Alexander, scripter for "Blubber" Bergman and other comedians, is taking a leaf from the stage by trying out some of his fall shows in his own theater at Camp Copake, Caryville, N. Y. With a complete musical comedy cast of 35 and a full orchestra, Hi is playing with program ideas and with three types of comedians.



(Registered U.S. Patent Office)

Vol. 1, No. 86 Thurs., June 10, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp., J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk and Verne Bailey, 6425 Hollywood Blvd. Phone Granite 6607.

Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

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FINANCIAL

(Wednesday, June 9)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	168 3/4	168 1/2	168 3/4	+ 3/4
Crosley Radio	54 1/8	53 1/4	53 1/4	- 7/8
Gen. Electric	247 3/8	247 1/8	247 3/8	- 1/4
North American	8 7/8	8 7/8	8 7/8	- 1/8
RCA Common	67 3/8	67 3/8	67 3/8	+ 1/8
RCA First Pfd.	18 1/2	18 1/4	18 1/2	- 1/8
RCA \$5 Pfd. B.	34	33 1/2	34	+ 1/4
Stewart Warner				
Zenith Radio				

NEW YORK CURB EXCHANGE

Hazeltine Corp.	3	3	3
Majestic	3	3	3
Nat. Union Radio			

OVER THE COUNTER

	Bid	Asked
CBS A	27 1/2	29
CBS B	27	28 1/2
Stromberg Carlson	14	15

G. E. Group is On Tour Introducing 1938 Radio

A group of men representing the General Electric radio division has left on a two-week cross-country tour to make presentations of 1938 General Electric radio receivers to distributors throughout the country and to outline advertising and promotion plans to them. Party included E. H. Vogel, manager of General Electric radio set division; C. M. Wilson, sales manager of the radio set division; A. Brandt, advertising manager of the division; C. T. Wandres, sales manager of the radio tube division; P. B. Zimmerman, general sales manager of the appliance division; T. K. Quinn, president of Maxon, Inc., and Tom Erwin, Maxon account executive.

11 Daily News Periods Now Scheduled by WSGN

Birmingham—News broadcasting has been given a boost by WSGN, the number of periods being increased to 11 a day.

Unusual Mail Response

Louisville—It isn't news to read that radio fans write in for gifts, but it's news when they write to the tune of 1,204 in one day from 14 states, including 203 counties in the proven primary listening area of any 50,000-watt radio station. And that's the story told by WHAS for the four days ending June 5.

On June 1, during the "Early Morning Jamboree", heard over WHAS 7-8 a.m. Monday through Saturday, the emcee offered a fan picturing the ten young people who make up this lively program. The mail count on June 2 numbered 71. On June 3, requests jumped to 471. On June 4, that number doubled, and June 5 found the mail bags stuffed with 1,204 fan requests.

Both the product and the talent are newcomers to WHAS. "Early Morning Jamboree" was heard for the first time April 26, and consists of Sunshine Sue and her Rock Creek Rangers, musicians and singers; the Texas Rangers, four male voices, and the father and child appeal, Little Betty and Gordon Sizemore. The sponsor (Stuart's Dyspepsia Tablets) took the air May 17 offering a trial package of their product. On the sample offer and the fan offer for the three weeks' period the total mail count ending June 5 was 2,354. Stuart's shares the hour with three other products of the Consolidated Drug Products.

The answer: Good Talent. Build your programs to suit the hours, and don't let your listeners down on your product.

Radio Club Will Witness Technical Demonstration

A discussion and a demonstration of the technical side of radio will feature the regular monthly meeting of The Radio Club of America to be held at the WOR studios tonight at 8. Included among the members of the club are such important engineers as Charles Horn, director of research and development at NBC; A. B. Chamberlin, chief engineer of CBS; J. R. Poppele, chief engineer of WOR; Professor E. H. Armstrong, Columbia University, and Professor Louis Hazeltine, Stevens Institute.

Poppele will speak on the general aspects of "Broadcasting Studio Operating Equipment and Technique," and will be followed by other members of the WOR engineering staff, each of whom will discuss in more specific fashion the activities of his particular department. They will be P. B. Harkins, traffic engineer; E. J. Content, equipment engineer; Harold Hadden, master control supervisor; Shirley Davis, maintenance engineer; Charles Singer, supervisor of the transmitter, and Ray Lyon, recording engineer.

Following the talks the members will attend the "Music for Today" broadcast, featuring Morton Gould, and view an actual demonstration of technical operation. The symposium will conclude with an open meeting for questions.

Mutual System to Air Dallas Expo Opening

A complete description of the opening day of the Greater Pan-American Exposition, Dallas, will be aired over Mutual System on Saturday at 8-9 p.m.

Mutual also has arranged to broadcast several of the big sporting events scheduled in connection with the exposition.

KMA Gets Contract After Test Shenandoah, Ia.—After a six-week test with five 15-minute programs weekly over KMA to test this market, Armour & Co., through its Omaha office, has signed for an additional 13 weeks over the station.

Swing Club Celebration Gets Overtime on CBS

CBS will keep its entire network open one-half hour overtime Saturday when a special anniversary program of the Swing Club is aired from 12 mid.-1:30 a.m. This marks the first time in the history of the web that a regular sustaining feature has been allowed to air past the regular sign-off period. Pick-ups from all over the country have been planned for the broadcast, with the high-spot a pick-up of a swing band from France. Special preparations have been made to accommodate an audience for the show, and many of the swing acts will be heard from the CBS playhouse in New York.

Winchell Set Through '38

Walter Winchell renewed for another year by his sponsor, Andrew Jergens Co., will continue his Sunday evening broadcasts through December, 1938. Winchell is currently heard over an NBC-Blue network of 37 stations at 9:30-9:45 p.m., with a repeat for the west coast at 11:15-11:30 p.m. over 14 stations.

Winchell, now in his fifth year of broadcasting for the same sponsor, has, in the past, vacationed during the summer months. Under his new contract, however, the columnist is scheduled for a straight 52 weeks of broadcasting with no time off. The program is currently originating from the Hollywood studios of NBC, with Lennen & Mitchell Inc. as the agency.

17 1/2 HOURS TO CALIFORNIA

United flies you fast, direct to either LOS ANGELES or SAN FRANCISCO . . . visit both . . . no extra charge. 3 daily coast-to-coast flights, including luxurious overnight Mainliner at 5:55 p.m. CHICAGO: 3 non-stop flights daily.

UNITED AIR LINES

COMING and GOING

SAM PICKARD, CBS vice-president and lessee of WGST, Atlanta, is in New York.

DON GODDARD, NBC news and special events division, and JAMES COSTELLO, of the continuity staff, are in Washington today arranging details of the Boy Scout Jamboree broadcast. They will return to town on Saturday.

SAM HENRY, WBS sales promotion director, leaves tomorrow for a two-week training period with the National Guard.

A. A. SCHECHTER, NBC news and special events director, arrived back in New York yesterday afternoon from Bermuda aboard the flying boat Bermuda Clipper.

EDWARD A. KLAUBER, CBS executive vice-president, returned to his desk yesterday after an extended vacation.

PAUL WHITE, CBS director of Public Affairs, and BOB TROUT, CBS special events announcer, will arrive in town late this afternoon from France aboard the Manhattan.

JOSEPH N. WEBER, president of the American Federation of Musicians, arrives tomorrow in Louisville for next week's AFM convention.

NELSON GAGE, sales manager for the Chrysler Corp., arrives tonight on the Manhattan from abroad.

MRS. MORTON DOWNEY, the former Barbara Bennett, is another passenger on the Manhattan.

MRS. MARTIN JOHNSTON is en route to Hollywood.

MATTY ROSEN and WILLIAM MILLER of Artists Syndicate of America, leave today for Chicago to be gone a week.

HARRY G. OMMERLE of the program service department of CBS leaves Saturday for Hollywood, where he will produce the new Chesterfield series beginning July 2.

PHIL BAKER leaves for Hollywood on July 5. MARTIN SPECTOR left for Montreal on business last night.

LANNY ROSS will be in Pittsburgh on Saturday where he will be honored guest at the Music Festival that night.

ABE LYMAN and orchestra leave for Lexington, Va., for a one-nighter at Washington and Lee College.

ANDREW DUQUES, soloist of the NBC symphony, sails today aboard the De Grasse for Europe.

NORMA JEAN TWIGGER, whose father is news commentator on WCAE, Pittsburgh, sails Saturday for England to be gone two months.

HERBERT R. EBENSTEIN, president of the Universal Radio Corp., planes to the coast tomorrow to confer with studio executives on programs now in the course of production. He will be gone several days.

E. P. H. JAMES, sales promotion manager of NBC, is in Lancaster, Pa., today addressing Rotary Club luncheon. He returns tomorrow and leaves over the week-end for Salt Lake City to talk at Pacific Coast Advertising Club convention.

JEAN MASSON, French manager of Station Luxembourg, arrives today from the coast and sails tomorrow from Boston on the Samara for France.

JERRY COOPER

HOLLYWOOD HOTEL
CBS

FRIDAYS 9 P. M. EDST.

"TIME" A HIT ABROAD; MASSON'S NEW STYLE

Cabled reports on the acceptance of the "March of Time" program on Radio Luxembourg are to the effect that the first show was a tremendous success and as much an innovation to the station's vast audience as the program is here.

Recordings here were supervised by Jean Masson, French manager of the station whose official title is: Redacteur en chef De Radio Luxembourg. He is also "envoye special de Paris-Soir" (special correspondent).

Masson's method of recording programs regardless of what type was a revelation here. His procedure is to record on the spot a piece here and there on separate wax and then make the master recording off the various other disks, speeding it up and arranging his continuity accordingly. Experts who watched his method declare the finished product a great improvement as to final effect.

Time and Networks Set on Two P. & G. Shows

(Continued from Page 1)

KGA. Twenty-two stations remain on the hook-up at that airing.

A repeat broadcast, to be inaugurated for the first time on this program, will be heard from 4:15-4:30 p.m. on the same web. Stations to carry the repeat include KSD, KSTP, WHO, WOW, WDAF, KOA, KDYL, KPO, KFI, KGW, KOMO and KHQ. KGIR will carry the repeat on Monday, Wednesday and Friday.

Pioneer Coast Disk Firm Now Under New Control

(Continued from Page 1)

some 35 disk series programs in use around the world.

The new setup for Radio Recorders puts F. H. ("Shag") Winter as president; Jack Brundage, vice-president; L. K. Menkler, secretary; Erny Dummell, treasurer, and J. J. Sameth, sales and production manager.

For the time being Winston will retain quarters at the old location, but indicated that he had expansion plans which he will announce soon.

Universal Radio to Add Names

Well-known screen and stage personalities will be added to the casts of forthcoming Universal Radio Corp. productions as a result of deals to be made by Herbert R. Ebenstein, president, who leaves tomorrow for the coast to confer with studio executives on shows now in course of production.

Stanley Succeeds Brusiloff

Bob Stanley, violinist in Nat Brusiloff's orchestra, has been selected to take over the orchestral duties of Brusiloff, who recently resigned from WOR. Brusiloff is free-lancing, but will retain one of his WOR programs, "Jazz Nocturne."

NEW PROGRAMS—IDEAS

WCCO's "Vacation Varieties"

Minnesota's vacation attractions will be cleverly promoted during the summer months in a new series of broadcasts over WCCO, Minneapolis, featuring George Bradley, head of the Minnesota State Tourist Bureau, and sponsored by the Fitger Brewing Co. through the Leo Burnett Agency.

The broadcasts, heard over WCCO on Fridays at 9:30-10 p.m., will also present a varied musical group. "Vacation Varieties" is the listing.

Each week, Fitger will award four first prizes and four second prizes to the persons catching the largest muskie—the largest wall-eyed pike—the largest northern pike and the largest bass. First prize in each classification is three cases of Fitger's Beer. The contest applies to fish caught in Minnesota, Wisconsin, North and South Dakota.

Contestants will have their fish weighed and measured at any Fitger dealer. Bradley will be the sole judge for the prizes.

WEBC, Duluth; WMFG, Hibbing, and WHLB, Virginia, will also carry the broadcasts which originate at WCCO.

New Community Sing Slant

What is believed to be an entirely new idea in the field of radio is now being presented on the "Easy Iowa Song Fest" heard over WMT, Cedar Rapids, Ia., every Sunday afternoon from the stage of the Paramount Theater in Cedar Rapids.

During the community singing portion led by Doug Grant, Benne Alter takes a portable mike and walks through the crowd holding the mike in front of someone who is singing. At the same time he gives the singer a ticket with a number on it and re-

lays that number to the WMT studios where a judge is listening to the program. The judge listens to the various voices during the community singing and picks the winner. At the close of the show the winner is called up on the stage and presented with a \$5 bill.

"Smiling" Bob Leefers is also featured on the show presenting an entire new array of young radio performers. Frank Voelker, radio's blind organist, presents two solo numbers during the program from the organ and a "Question Man" broadcast with Benne Alter asking the crowd questions, are some of the highlights on the show.

Program is now being spotted right after the first show on Sunday afternoons which not only gives the station a large audience to work with but increases the "take" for the theater.

Negro Amateur Hour Clicks

A program that has more than doubled the mail at WSGN, Birmingham, is the all-negro amateur hour which has now had four performances at 9 o'clock each Wednesday night.

Broadcast from the Cotton Club, negro night spot, with cash prizes for the winners, this idea has brought out some fine talent and has proved a feature listened to by people in every walk of life.

While one other Southern city is broadcasting a negro amateur contest, we believe that WSGN is the first Southern station to originate such a program as the other one mentioned originated in a theater and was picked up later by the radio station.

New Television Schedule Inaugurated by Don Lee

(Continued from Page 1)

cycles (6-2/3 meters) with sound broadcast on new frequency of 54,300 kilocycles (5 1/2 meters) with new transmitter of latest grid-modulated design reproducing sound frequencies from 40 to 10,000 cycles.

News Features Adds to Staff

News Features Inc. has added William McAdams, formerly of Scripps-Howard and later associated with Tom Fizdale in Chicago, to its staff. At the same time William Haworth, president of News Features, announced that Emile Desvernine has been added to the editorial staff, bringing the number of writers now employed by the syndicate to 12. A west coast office is scheduled to begin operations by Sept. 1.

Bernie Cummins to Pinch Hit

Bernie Cummins will pinch hit for Ted Weems, who is vacationing on the Varady of Vienna program over Mutual System on Sunday.

Allan M. Wilson Joins Conquest Alliance Co.

(Continued from Page 1)

pervise production of all domestic transcribed programs and work out special merchandising features. Concern's new production schedule and a new distribution method will be announced at the forthcoming NAB Convention.

Join NBC Technical Staff

Edwin J. Kostello, maintenance engineer, formerly Rockefeller Center sound technician, and before that inspector for RCA Photophones, and Joseph A. Miller, transmitter engineer, retired from the Navy as chief radio man, have joined the NBC engineering staff.

DON KERR

MASTER OF CEREMONIES
GENERAL MILLS SPORTS PARADE
WMCA

2:30 to 5:30 P. M. DAILY
36 COMMERCIAL HOURS WEEKLY

WEBS NECK AND NECK ON DAYTIME REVENUE

Daytime revenue figures for the first five months of the year as released by NBC and CBS finds them running neck and neck. CBS reported an increase of 83.8 per cent with NBC a shade behind with 83.5 per cent.

Gross daytime receipts for the five-month period are \$4,688,884 on the combined NBC nets and \$3,426,450 on CBS.

For the month of May CBS billed \$708,261 in daytime business, an increase of 141.8 per cent over May 1935. NBC had a May increase of 65.3 per cent as compared with the same month a year ago.

Revenue derived from evening bookings are up 16.9 per cent at CBS and 6.5 per cent at NBC for the Jan.-May period. For the month of May, NBC evening receipts increased 12.8 per cent over a year ago with CBS reporting a 5.4 per cent increase.

L. F. Muter Reelected President of R. M. A.

(Continued from Page 1)

Lenz Electric Co., Chicago, representing parts manufacturers.

Seven new conditionally elected members, subject to approval of action increasing directors, are P. S. Billings, Belmont Radio, Chicago; S. T. Thompson, Pilot Radio, Long Island City; Ernest Alschuler, Earla Radio, Chicago; H. E. Osmun, Central Laboratories, Milwaukee; Ray F. Sparrow, P. R. Mallory Co., Indianapolis; Jerome J. Kahn, Standard Transformer Co., Chicago, and Samuel J. Cole, Aerovox Co., New York.

Bond Geddes, Washington, continues as executive vice-president and general manager, and Fred D. Williams as treasurer.

About 1,200 new models in sets are ready to go on the market, Dr. O. H. Caldwell, editor of Radio Today and former federal radio commissioner, declared in a broadcast last night in connection with the R.M.A. convention. Some are in the form of bookends, others hang on the wall, and others fit into bars, bookshelves, etc.

BARRY WOOD

Presented by

DRENE

WJZ

EVERY THURSDAY 7:45 P. M.

Personal Manager

MATTY ROSEN

AGENCIES

LENNEN & MITCHELL yesterday auditioned singers to replace Frank Parker on the Woodbury show, heard Sundays at 9-9:30 p.m. over an NBC-blue network of 37 stations. Parker, scheduled to take over the Wednesday evening Chesterfield program on June 30, will probably drop from the "Rippling Rhythm Revue" June 27. Singers being auditioned by the agency include radio names which have been associated with network sustaining shots in the past and unknowns.

DAN GREENE, formerly advertising manager of the Advertising Club News, has resigned that position to become associated with the Albert Frank-Guenther Law, Inc., advertising agency, in an executive capacity.

WILLIAM B. HAWKINS has become an account executive of the J. Clement Boyd, Inc., advertising agency in Montclair, N. J. Hawkins was formerly associated with the Abbey Press of Orange, N. J.

TALBOT JOHNS has been appointed director of radio publicity of Batten, Barton, Durstine & Osborn Inc., succeeding Doug Connah resigned. Johns was Connah's assistant and prior to this New York post he was connected with the agency's Boston office for five years. He is the son of William H. Johns chairman of the agency's executive committee.

11 International Airings Sets NBC Day's Record

NBC engineering department established a record Tuesday by handling 11 international broadcasts. The take-off of the Cavaliers from Bermuda, relayed to England for BBC; the Cavaliers in flight, for NBC and BBC; their arrival at Port Washington, for BBC and NBC, short-waved via W3XAL; three eclipse broadcasts from Canton Island and a two-way conversation between London and Canton Island; the usual short wave news broadcast for Argentina and Brazil; a broadcast from Warsaw, Poland, the regular South American program, "Man About Town," and a news summary for Central and South America, the latter two short-waved over W3XAL, comprised the list.

No Strips on Radio

New Orleans—Television may still be slightly farther than around that corner, but a strip tease artist succeeded in canceling a nightly broadcast from a country night club. The LaPlace Club at LaPlace, La., took a WWL wire nightly until the seven-veiler began peeling her veils. Whereupon station canceled and WDSU took the line. WWL is owned by the Jesuit Fathers.



● ● ● Bing Crosby's Kraft Music Hall remains on the airlines throughout the summer—with the crooner taking a month's vacation during the hot spell and leaving the emceeing job in the hands of Bob Burns. . . . Hal Le Roy's wife only had a cold—but it was reported as a more serious matter—which it wasn't. She's well again! . . . Helen Young, singer on the WMCA's "Grandstand and Bandstand" show, has been signed by Warners. . . . Harry Link's daughter, Elaine, graduates from Friend's Academy today. . . . One bandleader who has been boasting that he would never take a cut—has. Emery Deutsch has been separated from his tonsils. . . . At the Riviera opening, William Farmer's vocalist, Gloria Whitney, obtained a promise from Judge Al Lieberman of New Jersey to officiate next September when she hopes to marry a Pittsburgh food dealer.

● ● ● "Do You Need a Job," regular Monday nite feature via WTAR, Norfolk, drops out this week in order to give local politics more time to wrangle. . . . Opponents will line up against each other in four quarter-hour spots, one following the other. Battle is on for many city offices. . . . What makes this a paragraph is the fact that Bob Coates, who conducted "Do You W. A. J.," is running for City Treasurer—and he hasn't an agent! . . . Elmer Willrich, WTMV, East St. Louis, bill collector extra-ordinary, not only collects from but also sings for at least one advertiser. On his monthly visit to the Old English Inn, the owner, who is aware of Elmer's excellent baritone voice, insists that he croon for the customers before his bill is paid!

● ● ● Fred Lightner has been given a two-appearance contract on the summer Jell-O show—with options. . . . (Baby) Rose Marie has been booked back at the Hollywood Country Club in West End for the sceigty-eighth time this week-end. . . . Henry M. Neely, "The Old Stager" on CBS, is achieving international recognition for his unusual candid camera photos which are appearing in class mags here and abroad. . . . Rubinoff may not be in for his New York appearance the 20th—because of flicker complications. . . . Tim Healy fades for Procter & Gamble this month. . . . Blevins Davis returned from the Coronation with 200 volumes on the event for the Yale University Library. . . . Henny Youngman encountered Milton Berle the other dawning and the latter asked if Henny was still on the air! . . . To which Youngman answered in the affirmative and said: "I heard you Sunday, Milton—and you should have Edgar Bergen put funnier words into YOUR mouth!" . . . Last night a smash premiere was held in Hollywood on "New Faces" and Berle was acclaimed as a new comedy sensation.

● ● ● Two champs met in the studios of WBIG, Greensboro, N. C., recently—one being the greatest of all—Jack Dempsey. . . . Jack met Raymond Constantine Mutulewicz of Duke University, who holds the National Intercollegiate light-heavy title among others. . . . Connie, his coach, Ad Warren, and Ted Mann, sports p. a. for the college, knew that Dempsey was slated to speak over the air via WBIG, so they came up, and a conference between Jack and R. C. M. was held on the air during the sports review. . . . Congrats to Station Supervisor Joseph Lopez of WICC, Bridgeport, on his 6th year there—assigned to the task of ruling the station's destinies since it was admitted as a member of the Yankee Network in June, 1931.

Coming Events

Today: Radio - television exposition, Moscow.

June 10-13: Radio Parts Manufacturing Trade Show and Institute of Radio Service Men, Hotel Stevens, Chicago.

June 10-17: British Television exposition, organized by Radio-Electrical Industry of Great Britain, South Kensington Museum, London.

June 13-16: Pacific Coast Advertising Club convention, Hotel Utah, Salt Lake City.

June 14: American Federation of Musicians' annual convention, Louisville, Ky.

June 14-19: International Congress of Performing Rights Societies, Paris.

June 20-23: National Association of Broadcasters' annual convention, Hotel Sherman, Chicago.

June 20-23: Advertising Federation of America's 33rd annual convention, Hotel Pennsylvania, New York.

June 21-24: American Institute of Electrical Engineers' convention, Milwaukee.

June 21-24: Summer Convention of the Canadian Electrical Convention, Banff, Alberta.

June 26-July 3: National Education Ass'n Convention, Detroit.

July 12-17: International Congress of Short Waves, Vienna.

Aug. 2: Semi-annual meeting of the American Radio Telegraphers Association, New York.

Aug. 23: Credit Retailers' Ass'n of America annual convention, Hotel New Yorker, New York.

Nov. 26: Inter-American Radio Conference, Havana.

New WMCA News Series

A new series conceived and arranged by Dick Fishell, special events director, covering sports, theater and night clubs, starts Monday at 8:55-9 a.m. on WMCA, with Powell Clark (Buddy Cantor) as commentator.

F. T. C. CASES

Cease and Desist Orders

The Federal Trade Commission has ordered Kolynos Co., New Haven, Conn., to cease and desist from making certain false and misleading representations in connection with the interstate sale of Kolynos tooth paste. Among representations prohibited in advertising are that Kolynos tooth paste conquers bacterial mouth allegedly caused by germs which attack tooth and gum; cleans and polishes teeth down to the naked white enamel and erases and removes tartar; gives teeth a double cleansing not to be obtained with ordinary or other dentifrices, and restores all teeth to sparkling or natural whiteness.

WITH THE ★ WOMEN ★

By ADELE ALLERHAND

WITH "Myrt and Marge" on the verge of fading from the ether, Benton and Bowles are busy as anything auditioning five or six shows with a view to selecting a successor....A versatile lass, yclept Ellen Rose Dickey, once WLS home economics director, scriptist, cook book authoress and dramactress, is on the New York scene, auditioning opus 'titled "Pratling Parkers," with tentative cast including Walter Tetley, Elsie Mae Gordon, Roy Sheldon and Ellen herself, also Ina Grange....La Grange captured coronation stamps as current contest prize and goes Gimbel-ward to collect the booty sometime this week, with well-wishers hoping that Ina, who's shy, is obliged to make a speech....Uncle Sam's second greatest baby specialist, Dr. Josephine Kenyon, who last year thumbs-downed radioffer, is exercising the ancient femme prerogative....A script's being built around her.

Happiest woman in Jersey this week is an ex-school marm on account of she won Steinie Bottle Co. prize of two round-trip tickets to coast....Her medico had ordered change of climate, but the where-withal was lacking....Rachel Carlay, Gallic songbird with bird-of-paradise exterior, begins a week of warbling at Detroit's Fox Theater the 18th....The flicker talent scouts'll get Rachel if she doesn't watch out....Elsbeth Eric of the "Dead End" cast is heard in "Big Sister," opposite Alfred Corn, one-time child actor who's been promoted to romantic roles.

Gabriel Heatter entertained WOR's Bill Maloney at his attractive home last week-end....According to Bill, the Heatters are regular....Daughter Maida, who paints, and son Buddy, who writes, surprised the clan by leaping into their Packard and departing for Mexico and adjacent spots, to be gone a month....Pontiac's commentating Kathryn Cravens is down in Washington unearthing interesting facts about the Capitol....WNBC's Doris Peck's Monday and Wednesday spot is now 2:30-2:45, change necessitated by racing pick-ups....Ruth Ferry, WICC lass, omitting this week's broadcast to attend Mount Holyoke alumnae reunion in Massachusetts....Virginia Smith, singing and dancing gal of Paradise-on-Broadway fame, has been set for a Columbia flicker test..



"PEGGY WOOD CALLING"

Sustaining
WJZ-NBC-Blue Network,
Mondays, 2:45-3 p.m.

TALENTED STAR IN FAIRLY ENJOYABLE AFTERNOON PROGRAM.

Being a writer and a singer of ability in addition to her accomplishments as an actress, Peggy Wood has the qualifications for giving radio satisfaction. Initial program, while not reaching any great heights dramatically or otherwise, was fair enough and nevertheless indicated good possibilities.

First episode in Miss Wood's series embraced a dramatized incident in connection with an auto trip which she made from New York to Hollywood and during which she had some exciting experiences.

Program is designed to be flexible, allowing for guest stars, commenting, dramatic readings, song recitals, playlets, etc., on subsequent broadcasts.

Johnny Green

Replacing the Fred Astaire-Charlie Butterworth combo finds Johnny Green and ork remaining (NBC Red 9:30-10:30 p.m.) with a group of soloists, including Trudy Wood, blues singer; Jimmy Blair, baritone; Billy Wilson, tenor; and others, including a mixed vocal chorus. Offhand, the program sounded somewhat like a tired sponsor who heard so many auditions he couldn't pick any of the prospects and lapsed into the inevitable band and singers. Anything finally to hold on to the time (and get the discount).

Opening portion of the program didn't help matters very much, what with lackadaisical introductory business and Green being no orator, ex-

cept with the baton, perhaps. Miss Wood did her share nicely and Blair was okay. As a one-hour proposition, however, even some of the better Green arrangements and renditions are apt to get lost and mixed up with an ordinary sustaining from a night spot, which aren't bad these days.

Credits by Ken Carpenter, and the one dramatized, stressed the easy payment plans for Packard models. Show itself, sold as a dance hour, needs a more positive tempo and more selling by Carpenter, not Green.

Sam Hayes

Sam Hayes, original Richfield Reporter and pioneer among big time Western newscasters, made his debut under a new sponsor this week, doing nightly news flashes over CBS California stations for Bank of America. No temperamental movie queen could have wished for better billing than he got. Sponsors name was mentioned twice — and Sam Hayes' name five times during the 15-minute period. Program opens with telegraph clickers instead of Richfield fanfare. Runs same fast-talking period with lots of fresh news packed in. Goes on at same hour that Richfield's team of newscasters air their version.

S. F. Post Office Auction

An interesting and amusing shot was aired from San Francisco yesterday at 3-3:15 p.m. over the NBC-Blue network in the form of an auction conducted by the San Francisco Post Office to clear its premises of unclaimed merchandise sent via mail. It was quite amusing as well as novel.

NEW BUSINESS

Chicago

WJJD: Drug Trade Products, through Benson & Dahl; Utilities Engineering Ins., through First United Broadcasters; Sears-Roebuck, through Dade B. Epstein; Scholl Mfg. Co., through Donahue & Coe, N. Y.; M. M. Fisher Associates, 312 yearly spots on Federal Housing; Evans Fur Co., through Auspitz Lee.

WIND: Refrigeration & Air Conditioning Institute, through Critchfield & Co.; Chicago Roosevelt Steamship Co., through McJunkin Adv'g Co.; Stony Island Motor Co., through E. H. Brown.

WBBM: Procter & Gamble (Lava soap), "Houseboat Hannah" disks, through Blackett-Sample - Hummert; Bristol-Myers Co., "Lucky Girl" serial, through Young & Rubicam.

WMAQ: Refrigeration & Air Conditioning Institute, Chi.

WLS: Western Growers Protective Ass'n, through J. Walter Thompson,

WDSU, New Orleans

Dr. Pepper Musical Clock, spots; Milwaukee Beer, disks.

KMA, Shenandoah, Ia.

Armour & Co., through Omaha office, 13 weeks of 15-minute weekly programs.

WMCA, New York

Victor H. Lindlahr, 52 weeks, through Klinger Adv'g Agency; Madison Personal Loan, addition time, through Klinger; Christian Science Radio Committee, 52 weeks.

GUEST-ING

JAMES BARTON, in "Burlesque," postponed to June 24, on Kate Smith Band Wagon (CBS, 9 p.m.)

JOE PENNER, on Jack Oakie College, June 15 (CBS, 9:30 p.m.)

RUFÉ DAVIS, MARIO CHAM-LEE, BILLY LYNN, DR. RAYMOND L. DITMARS and GEORGE FRAME BROWN, on Joe Cook Shell Show, June 12 (NBC-Red, 9:30 p.m.)

PAT O'BRIEN, KATHERINE De MILLE and JOSE ITURBI, on Bing Crosby show, June 17 (NBC-Red, 10 p.m.)

CONWAY TEARLE, added to "Madame X," on Lux Radio Theater, June 14 (CBS, 9 p.m.)

HENRY HULL and SHIRLEY BOOTH, on James Melton Sealtest Party, June 13 (NBC-Red, 10 p.m.)

ROSE MARIE, repeat engagement, on "Spotlight Revue," June 14 (WOR, 3-3:30 p.m.)

JAN PEERCE, on Ben Bernie's American Can program, July 6 (NBC-Blue, 9 p.m.). Booked by Herman Bernie.

RUTH CROSS, on Heinz Magazine of the Air, July 5 (CBS, 11 a.m.). Also signed for same program: Antoinette Donnelly, July 7; Capt. Erskine Loch, July 9; Claudia de Lys, July 12; Alice Marble, July 16; Carolyn Wells, July 19; Crosby Gaige, July 21; Dorothy Giles, July 23; Channing Pollock, July 26; Sarah Lockwood, July 28; Dale Carnegie, July 30.

LEW AYRES, added to "Last Train from Madrid" film preview, on "Hollywood Hotel," June 18 (CBS, 9 p.m.).

Complete Jell-O Summer Plans

Plans for the Jell-O summer series have been completed by Young & Rubicam, agency handling the airings. In addition to Jane Froman and Don Ross, the Tune Twisters have been set for the entire series, and guest comedians will be used each week. D'Artega's orchestra will supply the music. Fred Lightner, comedian, may also appear during the run of the show.

San Francisco; Colonial Hotel, Rochester, Ind., through Earle Adv'g Agency, Chi.; Northwestern Yeast Co., renewal, through Hays MacFarland.

THE SONGBIRD OF THE SOUTH

KATE SMITH

A & P BANDWAGON

THURSDAYS

CBS NETWORK 8-9 P.M., E.S.T.

EXCL. MANAGEMENT TED COLLINS



ANOTHER program which will seek to give new talent opportunity to reveal itself is announced by KMPS. Program will be a Saturday night half hour, titled "Gino Severi Presents." First program set Aida Mulieri, harpist, in a featured solo. Severi and ensemble, with Francis Leveque, baritone, used to round out the period.

Federal Theater Negro Chorus, under direction of Sherman T. Walker, now airing on two nets, with "Deep in the South" over KHJ and Don Lee net, and in "Louisiana Hayride" over KHJ and Mutual, nationwide.

Frederick C. Dahlquist, producer of "Thrills" for Union Oil, leaving late in June on a motor trip to contact radio editors and stations that release Union Oil program from San Diego to Vancouver, B. C.

Radio Transcription Co. of America, Hollywood, has started to record two extra programs to supplement the usual system of bloc sales. Programs are "Jerry of the Circus," written by Virginia Kand and Bob Payton, to run on a three a week schedule and "The Cinnamon Bear," written by Glan Heisch, to run six days a week from Thanksgiving Day to Christmas.

Tom Hanlon had been added to KNX staff as Night Supervisor, to take active part in production work as well as announce on special programs.

BOSTON

Major Bowes' International Revue opens at the Metropolitan Theater today. The unit is like a traveling League of Nations, being made up of representatives of eight different countries.

Over 150 Yankee Network officials, station representatives, agency men and city officials were present at the 15th Anniversary dinner of Station WEAN in Providence. It was an unusual banquet in that there were no speeches. Instead, the usual after dinner interim, was taken up with musical entertainment by a group of Yankee Network artists.

At the head table were John Shepard Jr., chairman of the Board of Directors of the Shepard enterprises; John Shepard 3rd., president of the Yankee and Colonial network; Robert Shepard, vice-president of the Shepard Stores; Sheldon B. Hitchcock Jr. of NBC, and the mayors of Providence, Woonsocket and Fall River.

WCOP now doing an evening pick-up six times weekly from the Club Sunbeam in Swampscott, fashionable North Shore spot.

Lew Whitcomb, WEEI publicity chief, much improved. Still sticking to the bed, but he says he hopes to be back in two or three weeks.

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:
No. 42 of a Series

WFBM—Indianapolis, Ind.

1,230 Kcs.—5,000 Watts Day, 1,000 Watts Night

ROY E. BLOSSOM, Manager

FRANK O. SHARP, Program Director

WFBM made its bow on Election Night in November, 1924. It was presented as a public service to the citizens of Indianapolis by the Merchants' Heat & Light Co. of that city. WFBM has since been owned and operated by the successor to the M.H.G.L. Co., the Indianapolis Power & Light Co. In its early years WFBM was outstanding in civic, educational and religious broadcasts, and even with the arrival and growth of commercial broadcasting it has continued to devote a large part of its schedule to community service.

In 1926, the Indianapolis Chamber of Commerce, recognizing the important part played by WFBM in the city's civic activities, suggested the use of its own slogan, "At the Crossroads of America", as an identification of the radio station. In the ensuing years, WFBM, Indianapolis, "At the Crossroads of America", has become a household phrase to Hoosier home-keepers.

The month of March, 1929, saw WFBM become a member of the Columbia Broadcasting System. Today WFBM is one of the pioneer basic outlets of the CBS network.

WFBM was inaugurated as a 500-watt broadcasting station. The passing of years has seen the station grow and expand, increasing its power and perfecting its equipment in step with the progress of the industry itself. Today, WFBM boasts of a complete, up-to-the-minute RCA High Fidelity studio transmitter equipment. The station's 420-foot vertical radiator antenna system brings an intense, high quality signal to the well-populated urban and rich rural districts of Central Indiana.

As progressively substantial in its commercial policy as in its technical establishment, WFBM was one of the original members of the NAB and one of the first radio stations to refuse its facilities to persons or products of questionable integrity. As a result, WFBM enjoys the respect and confidence of its listeners who know a dial to 1230 will bring only the highest caliber of Radio Production of local or network origin.

Roy E. Blossom has been station manager of WFBM since July, 1931. Until March 15 of this year, Blossom divided his radio administration duties with those of merchandise manager of the parent company, the Indianapolis Power & Light. Since March 15, Blossom has maintained offices in WFBM's new studios in the WFBM Building, Indianapolis. Now, full-time activity at the studio offers Blossom ample opportunity to expand many ideas toward the goal of making WFBM an even greater and more powerful broadcasting unit in Indiana.

Under the supervision of Blossom, the following department heads operate and conduct their activities with the same view of expanding and improving WFBM's position: Frank O. Sharp, program director; Walter H. Reuleaux, musical director, and Martin R. Williams, chief engineer and technical director.

Programs That Have Made Station History

9. WNEW's "Make-Believe Ballroom"

WHEN a local radio program can sell one million dollars' worth of merchandise for its sponsors in a year, that program has made not only station, but radio history.

WNEW's twice-daily "Make-Believe Ballroom," conducted by Martin Block, has performed amazing selling jobs for every one of its many sponsors. This participation music, with the hearty good will and cooperation of leading recording orchestras, is broadcast six days a week, from 10 to 11 a.m. and 6 to 7:30 p.m.

Without offering to give anything away, WNEW's "Ballroom" program pulled 114,274 votes in a two-week orchestra popularity poll. Evidence of the recording orchestra's gratitude to Martin Block can be seen in the fact that every Thursday night the "Make-Believe Ballroom" comes to life with the name bands, broadcasting in person.

When the "Ballroom" celebrated its second year on the air with a

huge birthday party the notable guests who appeared on the program to wish it continued success represented every who's who in radio.

The million-dollar sales figure was arrived at by WNEW's accounting department in cooperation with the various sponsors of one year. The admitted totaled sales by the sponsors actually passed the million dollar mark.

These two-and-a-half hours of showmanship and music are about the only program in radio to boast of an S.R.O. sign for its sponsors. During the Winter months, at times, more than five sponsors have waited for their turn to capitalize with WNEW's "Make-Believe Ballroom."

About two-and-a-half years old, this program has skyrocketed Martin Block into enviable fame, popularity, and financial brackets which make him one of the highest paid announcers in the industry.

The "Make-Believe Ballroom" is unique as a sales medium because it



JACKIE HELLER back in town and will be heard regularly as male vocalist on Club Matinee over NBC on Tuesdays and Thursdays. Johnnie Johnston will continue on Mondays, Wednesdays and Fridays.

Bob Elson, the Man on State Street, and Tom, Dick and Harry, harmony trio, have started a radio feud by calling each other "wackles" on the air. Word has not yet been defined.

Marjorie Gibson, Fanfare reporter at WLS, and John M. Thornburn, Chicago lawyer, to be married June 15. Miss Gibson will continue her broadcasting.

Louise Massey and Westerners set for four guest appearances on WLS National Barn Dance (Alka-seltzer), their alma mater, June 19, 26 and July 3, 10.

Bud Glenn (Arthur Hoerig) of WJJD Melody Kings entertaining his father who is en route to west coast from New York. They hadn't seen each other in seven years.

John Lair, manager of WLS musical library and authority on folklore, about to start on three-week vacation into Kentucky mountains to add to his folksong collection.

Evans Fur Co. "History in the Making" folded last Sunday on WBBM, but firm is auditioning for a new show.

Virginia Payne (Ma Perkins) is entertaining friends from Roaring Gap, Va., where she formerly directed the Children's Theater.

William L. Klein, for ten years conductor of the German Hour on WIND, departing on annual tour of Europe next week with 150 listeners in the party. Klein will gather new music and voices while abroad.

Gilbert McClelland, who handles pictures for NBC press department, back at work after a weekend of fraternizing with alumni at Wabash College, Crawfordsville, Ind.

can and has sold almost every product merchandised by radio. The list of the products Martin Block has sold would resemble the index of a Sears-Roebuck catalogue. They include all electrical appliances, windshield wipers, silverware, automobiles, personal loans, floor coverings, cigars, jewelry, coke, homes, cigarettes, radios, storage and moving, clothing and furs, cosmetics, health aids, shoes and hosiery, wines and beers, flowers and plants, etc.

The sales success of the WNEW "Ballroom" is credited to the salesmanship of Martin Block. Never using commercial copy, Block does all his radio selling in an enlivened, heart-to-heart manner. None of his sales talks sound like recitations or magazine ads. With a friendly manner and honest speech, Block has more than proved the success of frank selling via the air.

ORCHESTRAS MUSIC

DAVE OPPENHEIM, Henry Tobias and Leo Edwards are responsible for an original score for the Kay Parsons' Showboat offering on the S.S. Bear Mountain, which begins plying up and down the Hudson tomorrow. Boat will probably have a network wire.

The Ripley program will reunite B. A. Rolfe, his ork and the Men-About-Town trio, consisting of Phil Duey, Jack Parker and Scrappy Lambert with their accompanist and arranger, Will Donaldson, beginning July 16, when the "Believe-it-or-Not" broadcast shifts from its Sunday spot to a Friday eve airing at 9 p.m. over the WJZ-NBC network. They were all included when Ripley presented his dramatized and living believe-it-or-nots in 1933.

Nick Dann, second sax-wielder in the Johnny Green musical aggregation heard Tuesday evenings over NBC-Red, has just completed his medical exams, and will be adorning his name with the official M.D. any day.

Maestro Charlie Agnew and ork have been set by CRA, through Leo Salkin, manager of the Chicago office, to debut at the Log Cabin, Omaha, June 12.

Jerry Johnson and the band he batons are signed for a four-week engagement at Guyon's Paradise Ballroom, Chi.

The list of dance bands aired via WHN now includes those of Deacon Moore, Lang Thompson, Jimmy Van Orsdell and Ben Young.

Roger Wessman and the boys, who are ethered regularly over WNBC, New Britain, are shifting to Friday evenings at 8.

Batonist Larry Lee and ork, until recently at the Casino Park Ballroom near Forth Worth, Tex., have signed a contract with Billy Rose which makes them the second orchestra for Casa Manana, the Fort Worth Frontier Fiesta music hall, the main musical contingent being Paul White-man's.

The Chick Webb-William Morris tie-up for booking purposes relates only to theaters. CRA will handle that outfit's tour commitments.

Mike Riley of "Music Goes Round and Round" fame will be heard on Jack Bennett's WINS "Noonday Frolic" today in a program composed of his own recent recordings and some live work on the trombone. Several soloists from his band are part of the offering.

"Love Is Not Laughter", a musical confession, is the latest on Judson

RADIO PERSONALITIES

No. 43 in the Series of Who's Who in the Industry

GEORGE ENGLS, NBC vice-president and managing director of the NBC Artists Service, was born in Alban—in 1889, and has traveled throughout Europe and America as the guiding star of such famed artists as Paderewski, Madame Schumann-Heink, Dusolina Giannini and more recently as the head of his nationwide talent bureau which supplies artists to every branch of the entertainment industry.



Has guided destinies of famous artists.....

Engles' life story would have made a welcome subject for Horatio Alger. As a stage-struck boy he got his first job at Proctor's Theater on 58th Street and Third Ave. in New York. Dressed in a lively colored uniform, he went out between the acts and changed the cards on either side of the stage, announcing the next vaudeville act. A few months later he became assistant treasurer of the theater and held this post until he was appointed executive assistant to Walter Damrosch. In 1920 he managed the affairs for the tour of Walter Damrosch and his New York Symphony orchestra through the whole of Europe. It was during the same year that

Engles organized a concert bureau of his own. A few years later he was one of the most influential men in the field. In 1928 the New York Symphony Orchestra merged with the New York Philharmonic and Engles was invited to organize an artists bureau for NBC.

In the nine years that he has been associated with broadcasting, Engles has negotiated many expansions of his company's talent activities. Now, besides being a department of NBC, the Artists Service is also affiliated with the Civic Concert Corp. Consolidated Radio Artists and Sol Hurok Inc. There are also branches of the department in Boston, Cleveland, Chicago, San Francisco and Hollywood.

Home life also plays its part in Engles' life, and he has a couple of sons worth bragging about.

VIEWPOINTS

Television Won't Affect Leaders of Orchestras

"The effect of television upon the orchestra leaders of today will be almost nil. The only new changes which television could possibly demand from the orchestra leader is a background of showmanship. Radio orchestras today have had the experience of night club and motion picture work with background and showmanship of the 'eye' sense, which will make the television game nothing new. It is the individual leaders whose music is not entirely responsible for the success of the band, who will have to 'work' at television. The personality of a bandleader has been reflected over the airwaves, but the band itself has never been able to show more than their music. The music will continue to be as good where it has shown itself in the past, but where the audience 'rating' has depended

on the individual leader, a new era will dawn."

—Ralph Watkins.

Studio Audiences Raise Doubts About Listeners

"The widespread growth in the use of the studio audience, while adding color to the broadcast, has a tendency to introduce a worrying thought to the comedian. This little worm of doubt is: 'Are the folks back home getting as much kick out of the program as the people here in the studio?' Of course, with the excitement of seeing a broadcast, plus the influence of the comedian's physical personality, it is not very difficult to secure laughs from the studio audience. However, that is not a sure-fire indication that the listener-in is having such a hilarious time, and, after all, it is the listener-in who actually pays for the performance."

—Bob Hope.

In a survey just completed by De Paul University of Chicago, to find out what radio audiences think about programs, Rubinoff was selected as first choice in the classification of preferred musicians. Jascha Heifetz and Albert Spaulding placed second and third, respectively.

LaHaye, WICC program director's list of popular compositions. Vocalist Ruth Ferry introduced it on the ether.

Dave Winstein, clarinet and sax player of note, has gone maestro and batons his own ork at New Orleans' Club Plantation. Spot has a WDSU wire.

PROMOTION

Inducing Auto Dialers

By way of encouraging listeners to tune in while they are out riding in their cars, WHIO, Dayton, O., recently had a large ad in the Dayton Daily News, presenting a map of the area in which WHIO could be heard as clearly as in Dayton homes.

Copy accompanying the ad read, in part:

"Get the habit of tuning your car radio dial to 1260. A moonlight drive with your car radio bringing in the sweet tunes of a famous band of the Columbia Broadcasting System, is one of the swellest combinations yet invented. And then there's the possibility of picking up a thrilling news flash—WHIO through its affiliation with The Dayton Daily News is prepared to flash important news events a few seconds after they happen."

New Firm to Specialize In Writers and Idea Men

East Coast Radio Features, Ltd., newly organized by Hugh C. Ernst, will not go into the general radio production field but will specialize in writers and idea men. Ernst plans to keep open house for anyone with an idea and unable to develop it by himself. East Coast is installing latest Fairchild-Proctor recording equipment and has full facilities for auditions as well as transcribing programs.

Among the first features to be brought out is a new type of children's program under the East Coast's "protected idea" division which will handle and develop copyrighted material on an exclusive basis. Both live talent and electrical transcriptions will be produced.

Bob Murray in New Program

Bob Murray is the featured vocalist in a new program going on the air today over WHN at 3-3:30 p.m. under the title of "To the Ladies". Don Albert's orchestra provides the musical background, with all numbers designed for feminine appeal.

ST. LOUIS

John Conrad, director of public relations and special events for KWK, recently married Margaret Russell, non-professional.

Ray Churchill Schroeder, who has had a long run on WIL as "Mr. Fix It," has left radio work to take a position on the copy desk of the St. Louis Post-Dispatch.

Jimmy Burke, KWK chief engineer, has gone in for aviation in a big way.

Public affairs department of KMOX, starting June 13, will present a 15-minute broadcast every Sunday from the Municipal Opera dress rehearsal stage.

Mike Zuzenak, KMOX music arranger, has gone northeast for a vacation.

GROUPS TO DEMAND TIME FOR EDUCAT'L PROGRAMS

(Continued from Page 1)

solicited programs of educational value to the average American radio owner. Time requested will be between 7 and 9 p.m., hours when the entire family is ordinarily intact and programs reach a maximum amount of persons.

First intimation of organization leaked out last May when John W. Studebaker, Commissioner of Education, fired the opening guns at a convention of educators in Ohio. The Writers' Congress, which officially recognized radio for the first time at their annual meeting last Sunday, has approved the movement. William Hinckley, chairman of the National Council of American Youth Congress, has expressed a willingness to co-operate with the leaders of the movement. American Federation of Churches, National Advisory Council on Radio in Education, National Committee on Education by Radio and the Progressive Education Association, one of the most powerful organizations in existence, have all been contacted, and plans to organize them are now being formed.

Leaders of the movement have stated that their demands will be presented to the FCC as soon as the present organization is perfected. Their three-way platform is as follows: Time on the three major networks on a sustaining basis, programs of an educational and spiritual nature and minimum of expense to be paid.

Zenith Radio Corp. Net Is Biggest In Its History

(Continued from Page 1)

improvement, Zenith resumed dividend payments by declaring two dividends of 50 cents each. None had been paid since 1929.

CBC Program on Mutual

Tonight's "Evening Prelude", Canadian Broadcasting Corp. eastern network program, will also be heard in the U. S. via Mutual System. Eileen Waddington and Roland Todd, organ-piano duo, are heard in the program, aired at 6 p.m.

ONE MINUTE INTERVIEW

STAN SHAW

With the cost of time continually on the upgrade, I see all radio stations in the near future capitalizing on the wee hours of the morning. Surveys have repeatedly astounded station and agency officials with amazing figures on the actual and potential audience to radio programs between the hours of 2 and 7 a.m.

★ Coast-to-Coast ★

THE annual convention of the National Education Association, to be held June 26 to July 1 at Detroit, will be marked by five broadcasts over the NBC networks. Originating in the studios of WWJ and WXYZ, NBC affiliates in Detroit, the program will include talks by noted educators attending the convention and a dramatic presentation by the Antioch College Players. NBC activities at the convention will include an address by Dr. Franklin Dunham, NBC educational director, before the seventh general session, July 1, on "Radio Education in America," and the display of an NBC exhibit, the first at an educational meeting, on the technique of sending and receiving broadcasts.

WNBC, New Britain, Conn., has started a daily two-hour Sports Program, 3-5 p.m., featuring actual running descriptions of the horse races at Agawan Park, Springfield, Mass. Hal Goodwin conducts and peels off sports flashes in between races via Transradio's teletype and WNBC's sports department. American Airlines' John Owen Briggs switches over to 7:15 p.m. Tuesdays, with New Haven chiming in on the aeronautical proceedings.

Bob Maguire, newsman at WICC, Bridgeport, will be a benedict when he returns from vacation, which starts Saturday.

New Canaan's Andy Weuhrer is back at WICC from a Canal cruise to accompany Clarence Sherwood on varying schedules.

Al Jolson will feature an original dramatic sketch, "Redemption," written for him by Ray and Beth Buffum, on his next Tuesday show over the CBS network.

Betty Garde and Ray Collins, who won anonymous glory this season as

supporting players with eminent stage and screen guest-personalities, are to be made stars in their own right by Kate Smith on her Bandwagon program of June 17 over the WABC-CBS network. They will make their respective bows as "big-league" kilocycle names in a play called "The Boss."

Morris Goldman, commander of the Veterans of Foreign Wars, Kings County, in an address over WVFW, launched the "Battleship for Brooklyn" campaign. Each week outstanding members of the campaign committee, composed of prominent persons, will appear on WVFW in connection with the campaign.

Frank Siedel, newcomer to the writing staff at WCAE, Pittsburgh, wrote and edited 12 NBC network shows under the title of "Men Who Made America."

Holly Smith of the team of "Just the Two of Us," heard over WBT, Charlotte, is the proprietor of a camera supply business which he opened recently. Holly, in addition to being an expert photographer and a much-in-demand radio entertainer, also is a good carpenter.

Mrs. Lillian Overholt, sister of Evelyn Ross and Maybelle Alberti (Do-Re-Mi trio), died a few days ago at Coventry, Conn. Tom Overholt, husband, also survives.

Harry Dority, control manager of WICC, Bridgeport, on leave for a few weeks, took in the Annapolis commencement.

Paul Block, newspaper publisher, was heard over WWSW yesterday from the graduation exercises of St. Francis College, Loretto, Pa., where the honorary degree of Doctor of Literature was conferred upon him.

WTNJ Adds Trans-Radio News

Trenton—Four news broadcasts featuring Trans-Radio Press flashes will be broadcast daily by WTNJ starting June 14, at 8 and 9:45 a.m. and 5 and 7:30 p.m. The Fischer Baking Co., whose Children's Opportunity Contest concludes June 13, will be the sponsor for 26 weeks. Neff-Rogow Inc. is the agency.

This, with Graeme J. Meisel's news comment for a Trenton jeweler, will give WTNJ five news broadcasts daily. Meisel's comments are strictly state and city editorialisms.

Carol Bruce With Ork.

Carol Bruce has been signed as featured vocalist with Lloyd Huntley's orchestra and will be heard with that band over the Mutual network beginning tonight. MCA set the deal.

WSGN's Model Airplane Contest

As a feature of the National Air Carnival held in Birmingham on June 5-6, WSGN, The Birmingham News-Age Herald station, promoted a contest between boys who made their own motor propelled model planes. Entries from all over the State of Alabama were on hand Sunday morning at 10 o'clock to compete for the silver cup offered by Evans Motor Co. of Birmingham. The contest was full of thrills, one model plane crashing into the facade of the Administration Building at the Municipal Airport.

Hanson to Leave Hospital

O. B. Hanson, NBC chief engineer, is recuperating nicely from his appendicitis operation and is expected to leave the Norwalk Hospital on Monday.

SOCONY GETS YALE GAMES FOR YANKEE NET, WMCA

(Continued from Page 1)

with Bob Hall furnishing the color. Opening broadcast will be heard on Oct. 2 when Yale meets Maine. Sponsor, however, has agreed to allow two of the games to be aired over the networks as sustainers—the Princeton and Army games. W1XER, the 500-watt station owned by Shepard in Boston, will carry the games to Yale graduates in foreign lands.

Last year Atlantic Refining had the rights to the games in the New York area and used WOR. Atlantic still holds an option for Saturday afternoon time on WOR, but is undecided what games will be broadcast over the station.

Socony-Vacuum station contract calls for a minimum of seven games. J. Stirling Getchell Inc. has the Socony account.

Three CBS Programs Wind Up in Few Weeks

(Continued from Page 1)

is featuring Babe Ruth in a series of baseball stories on Wednesdays and Fridays, 10:30-10:45 p.m. Series started in April and is folding right in the middle of baseball season.

McCosker to Get Degree For His Service in Radio

(Continued from Page 1)

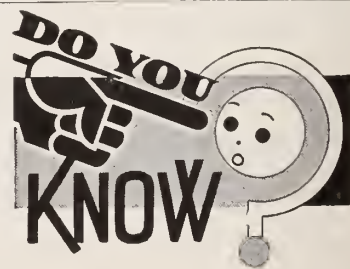
Mrs. Franklin D. Roosevelt and Orwin W. Kays.

McCosker will be cited as "one who with able direction and incalculable force for the spreading of knowledge has united in his experience the two most far-flung instruments in education—press and radio."

Joe Weber in A.F.M. Talk Over NBC-Blue Sunday

(Continued from Page 1)

by the Louisville Civic Orchestra under the direction of H. Leopold Spitalny, NBC conductor, also will be heard on the program, which is scheduled for 10-11 p.m. EDST.



Radio receiving sets in Cuba rose from 595 in 1926 to 34,673 in 1936.



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 87

NEW YORK, N. Y., FRIDAY, JUNE 11, 1937

FIVE CENTS

Transradio Suit Settled

NAB ANNOUNCES ITS CONVENTION PROGRAM

Washington Bureau, RADIO DAILY

Washington—NAB yesterday announced first formal program for the annual convention to be held in Chicago June 21-23. The opening address will be made by Mayor Kelly of Chicago sharply at 9:30 a.m. Immediately following will be addresses by C. W. Myers of KOIN, Judge Eugene O. Sykes, chairman of the broadcast division of the FCC, Harold Hough of WBAP and James W. Baldwin, director of the convention. NAB will issue its reports,

(Continued on Page 3)

Universal Radio Corp. Changes Name to Atlas

Due to confusion in various states where similar names have been in use, Universal Radio Corp. has changed its name to Atlas Radio Corp. Officers of the organization remain the same, with Herbert R. Ebenstein, president; Lou R. Winston, vice-president in charge of production, and Harold C. Hopper, secretary and treasurer.

Main offices at 1540 Broadway, New York

(Continued on Page 3)

Lottridge is Appointed KOMA Commercial Mgr.

Oklahoma City—Buryl Lottridge, who resigned last month as general sales manager of Central States Broadcasting System, Omaha (KFAB, KOIL, KFOR), has been appointed commercial manager of KOMA and assistant to Neal Barrett, manager of the station.

In addition to his three years with

(Continued on Page 3)

WMCA-Hotel Tieup

WMCA has made a deal with four leading New York hotels, the Waldorf-Astoria, Park Central, New Yorker and Lexington, whereby WMCA programs will be carried over the hotels' master-control systems. In exchange, station will publicize current activities at these hotels in its morning "Today's Doings" program.

1,000 for "Ma"

Chicago—"Ma Perkins" will broadcast its 1,000th program in behalf of Oxydol on June 16 over more than 60 NBC stations. Virginia Payne and Charles Egelston, who have played the leading roles since the program started, will hold an impromptu celebration with George L. Fogle, director; Lee Gebhart, author, and Dick Wells, announcer. Blackett-Sample-Hummert Inc. is the agency.

NAB APRIL FIGURES REVEAL INCREASES

Washington Bureau, RADIO DAILY

Washington—Although national network and national non-network business declined in volume, regional network and local network advertising experienced gains and total broadcast advertising during April amounted to \$11,309,319, the NAB report revealed here yesterday.

Total sales were 28.1 per cent ahead of level as registered during April, 1936. Gross time sales for the month

(Continued on Page 8)

Electric Auto-Lite Signing Ted Husing

Ted Husing is expected to sign contract within the next day or two providing for a program which will inaugurate a new idea in sports commentating, with parts of the broadcast devoted to dramatizations. Program will have two 15-minute

(Continued on Page 3)

Court Rules Against Artist In Broadcasting of Records

European Music Society Acquires American Works

Society of European Stage Authors & Composers Inc., which functions along the lines of ASCAP, has notified radio stations and other establishments that it now controls exclusively, in addition to the musical catalogs already licensed for performance, the copyright and performing rights to all musical pub-

(Continued on Page 3)

\$1,700,000 Action Against NBC, CBS, AP, UP, INS, Et Al, Adjusted—Transradio Recognized as News Agency

BRADDOCK-LOUIS BOUT HURDLES COURT ACTION

Final obstacles in the James Braddock-Joe Louis fight were overcome yesterday, and the fight will definitely be fought June 20 in Chicago, with the Buick Co. sponsoring a blow-by-blow description over 126 stations of the NBC networks as previously announced. The U. S. Circuit Court of Appeals cleared the matter up yesterday when it affirmed a decision of the Federal Court in New Jersey refusing to restrain Braddock from going through with his scheduled battle. The Madison Square Garden Corp. had filed an application at Newark to restrain the champion from meeting any other

(Continued on Page 3)

Montgomery-Ward Disks Being Released June 15

Chicago—Montgomery-Ward's new transcribed "Neighbor Jim" will be released to 71 stations about June 15, according to William Howard, retail advertising manager. New show is being placed locally through M-W retail store managers on a three-a-week basis. Lord & Thomas is handling production.

A satisfactory adjustment has been made between Transradio Press Service, National Broadcasting Co. and the Columbia Broadcasting System in connection with the controversy growing out of arrangements for broadcasting news inaugurated in 1934. These arrangements and subsequent modifications will be continued and the networks recognize Transradio as a regularly established news organization.

The suit instituted by Transradio against the broadcasters, The Asso-

(Continued on Page 8)

HEARST RADIO SIGNS TRANSAMERICAN DEAL

Transamerican Broadcasting & Television Corp. and Hearst Radio Inc. have signed their special affiliation contract, virtually the same deal Transamerican has with all of its stations.

The Booth Tarkington radio serial, "This Boy Joe," in which Leon Janney is starred, will probably be the

(Continued on Page 3)

Marcellus D. Smith Dies in Birmingham

Birmingham—Marcellus D. Smith, president of WBRC, died Wednesday night in a local hospital following a brief illness. He was 45 years old. WBRC is the CBS outlet here.

WMC Promotions

Memphis—Promotion of Bill Fielding to merchandising director in charge of local sales, with William H. Ramsey being elevated to production manager in Fielding's place, is announced by H. W. Slavick, managing director of WMC, as part of expansion activities. At the same time, Earl Moreland was made chief of announcers.

The National Association of Performing Artists Inc. received a setback in its efforts to restrain broadcasting and other loudspeaker reproductions of phonograph records of its members yesterday when Federal Judge Sweeney of the U. S. District Court of Massachusetts granted the motion to dismiss the complaint in the suit of Ray Noble, band leader, against the Hotel Vendome in Boston. Action was brought by the NAPA

(Continued on Page 8)



(Registered U.S. Patent Office)

Vol. 1, No. 87 Fri., June 11, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp., J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk and Verne Bailey, 6425 Hollywood Blvd. Phone Granite 6607.

Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

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FINANCIAL

(Thursday, June 10)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	170 1/4	169 1/4	169 3/8	+ 5/8
Crosley Radio				
Gen. Electric	53 3/4	53	53	- 1/4
North American	24 1/2	23 3/4	23 3/4	- 5/8
RCA Common	8 7/8	8 3/4	8 3/4	- 1/8
RCA First Pfd.				
RCA \$5 Pfd. B.	(93 Bid)	105 Asked		
Stewart Warner	18 1/4	18 1/8	18 1/8	- 3/8
Zenith Radio	34	33 1/2	33 3/4	- 1/4

NEW YORK CURB EXCHANGE

Hazeltine Corp.	15	15	15	
Majestic	3	3	3	
Nat. Union Radio				

OVER THE COUNTER

CBS A	Bid 27	Asked 28 1/2
CBS B	26 1/2	28
Stromberg Carlson	14	15

WHK and WGAR to Boost Network Rates on Shift

New network rates set for WHK and WGAR when they switch networks on Sept. 26 will be upped. WHK is now a CBS station with an hour rate of \$300. When it goes to the NBC-Blue rate will be \$340.

WGAR's present rate on the NBC-Blue is \$280. New rate on CBS will be \$300.

WPG Adds to Staff

Atlantic City—As a result of increased commercial activities and the addition of several remote controls, WPG has taken on two new announcers, Jack Webb and Benny Bishop. Others on the announcing staff are George Foster, chief announcer; Ray Morgan and Ralph Shoemaker.

MARTIN BLOCK'S "Make-Believe Ballroom"

A WNEW FEATURE
1250 Kc.

10 TO 11 A. M. □ 6 TO 7:30 P. M.

Mutual Airing Premiere Of Shirley Temple Film

World premiere of Shirley Temple's new 20th Century-Fox picture, "Wee Willie Winkie", will be aired by Mutual from the Carthay Circle Theater, Hollywood, on June 25 at 12:30-1 a.m. EDST. George Fischer will emcee the exclusive broadcast, which will include Shirley Temple, Victor McLaglen, Barbara Stanwyck, Robert Taylor, Simone Simon, Tyrone Power, Joan Blondell, Walter Winchell, Jack Haley, Don Ameche, Alice Faye, Jane Withers, Loretta Young, Sonja Heinie, and music by David Broekman's orchestra.

NBC Thesaurus Making Bigelow-Sanford Disks

Bigelow-Sanford Carpet Co., Inc., has placed an order with the NBC Thesaurus for two series of 36 five-minute transcribed programs, one of which is musical and the other dramatic. Possibility of a third series based on Thesaurus library music is also possible. Samples of the disk will be out in time for the Bigelow-Sanford sales meet in Chicago early in July, at Merchandise Mart.

Time for the series will be placed by local dealers. Newell-Emmett agency has the account; Paul Hartley is account executive.

Prall Denies Rumors

Washington Bureau, RADIO DAILY
Washington—Locally published rumors that he would soon resign as FCC chairman are denied by Anning S. Prall. Reports said there would be a big shakeup among FCC officials and that Prall would quit. T. A. M. Craven and others were mentioned as possible successors.

Keep After Tax Bill

Washington Bureau, RADIO DAILY
Washington—Federal Communications Commissioner George Henry Payne and Congressman Boylan are doing everything possible to schedule hearings on the wattage tax bill, Payne told RADIO DAILY yesterday. It is still hoped to obtain a hearing this session.

2 Sponsors Auditioning

San Felice cigar and the American Rolling Mills during the past few days have auditioned programs at CBS. The "Westerners" were the talent auditioned by San Felice.

Sixth Year for Frankie Basch

Frankie Basch, the Roving Reporter of WMCA, celebrates her sixth year on the air this Sunday. She began her radio career on WHOM, Newark, later going to WAAT, Jersey City, and then to WMCA.

Bob Becker Joins WAAT

Jersey City, N. J.—Bob Becker has arrived here from Chicago to take over new duties as announcer for WAAT.

Songwriters, Publishers Deadlocked on ET Issue

Conference yesterday between the music publisher and song writer committees on the question of the electrical transcription music license fees ended in an impasse, with the music men refusing to grant the writer 50 per cent of the ET license fees. Publishers held to their last offer of 40 per cent, a 10-year contract and the elimination by the writers of their SPA by-law section IX.

Music publishers are holding a meeting of their own next Tuesday to talk the thing over and make a decision on whether or not they will continue to take songs for publication from unsigned writers, since the latter insist on retaining at least 50 per cent of the fees and administration rights to license.

NBC Station Managers Convene at NAB Meet

A meeting of all NBC owned and operated station managers from coast to coast will be held in Chicago during the NAB convention, Alfred H. Morton, NBC manager of owned and operated stations, said yesterday. After the convention, Morton will continue his western trek, visiting NBC owned and operated stations.

U. P. Series for Esso On WHAM, Rochester

Standard Oil of N. J. (Esso) will start a new series of 10-minute United Press news reports, four a day, seven days a week, on WHAM, Rochester, beginning July 1. In order to balance the radio budget, sponsor is going to cancel the present series of five-minute UP reports on WEAJ until possibly next fall. Last program on WEAJ will be aired June 30. Marschalk & Pratt Inc. placed the account.

Loria Brothers Back to Mexico

The Seven Loria Brothers, child-musicians who have been featured as the guest artists of Joe Cook and Lanny Ross, depart for their native Mexico from Hollywood tomorrow. They had been appearing in "New Faces" with Milton Berle and other radio performers. The Lorias return to New York for more radio work in mid-July.

Gilbert Forbes at WFBM

Indianapolis — Gilbert Forbes, recently of WKBB, Dubuque, Ia., and before that with WIL, St. Louis, has reported for work at WFBM here as news commentator. He succeeds Frederic Winters, who has joined the regular announcing staff of Indianapolis' CBS outlet.

Script Library's Foreign Plans

To secure a more thorough coverage for its radio script service in Europe, Marjorie Mueller of The Script Library staff leaves June 20 for an extensive tour of the continent in the interest of The Script Library.

COMING and GOING

MARJORIE MUELLER of the Script Library sails June 20 for a business trip abroad.

DONALD FLAMM, president of the Inter-City Network, sails tomorrow for Europe and will be gone two months viewing the central European stations and searching for new talent.

HAY McCLINTON of the N. W. Ayer agency and ED CASHMAN of CBS have arrived back from Dearborn, Mich., where they attended the special Al Pearce show.

SAM WOODWORTH, manager of WKBL, Syracuse, was in town yesterday for a brief look-see.

RALPH HARMON, chief engineer of the radio broadcasting division of Westinghouse, Manufacturing Co., will arrive in New York today.

VICTOR RATNER, CBS sales promotion head, returns to his desk on Monday after a three-week vacation in the west.

GUSTAVO URIBE, owner of Station HJ3ABF, Bogota, Colombia, sails today on the "Santa Maria" for South America.

New WRC-WMAL Studios Ready Early Next Month

The new WRC-WMAL, Washington studios will be ready for occupation shortly after the first of July, it is expected. Staff will begin to move in then, with the official dedication ceremonies to be held on July 22. Two days before, the press will be invited to view the set-up, with advertising agency and radio clients invited on the following day.

Confer on WBZ-WBZA Change

Ralph Harmon, chief engineer of the radio station division of Westinghouse Mfg. Co. will arrive in town this morning to confer with Alfred H. Morton, NBC manager of owned and operated stations, and Charles Horn, director of research for the network, over the WBZA de-synchronization from WBZ application which is pending before the FCC. Technical hearing before the commission is slated for Monday.

Spy Serial on WINS

"Captain Tim's Spy Stories," new spy serial featuring Captain Tim Healy, starts Tuesday at 3:30 p.m. over WINS and the New York Broadcasting System. Scripts are by Vernon Radcliffe, radio production manager of the WPA.

"BARON MUNCHAUSEN"

JACK PEARL

RALEIGH and
KOOL CIGARETTES

WJZ-10 P. M. E.S.T.—Friday
NBC Network

Dir.: A. & S. LYONS, Inc.

LORD & THOMAS GETS LADY ESTHER ACCOUNT

Chicago—Lady Esther Co. (cosmetics) has placed its entire account with Lord & Thomas here, effective Sept. 1. For many years the account was with Stack-Goble Agency, coming there from Hays McFarland.

Firm will continue with Wayne King orchestra, having renewed into next year recently. Bess Johnson is the voice of Lady Esther, with Phil Stewart as announcer and also handling production. Estelle Mendelsohn, who writes the commercial copy, is moving from Stack-Goble to Lord & Thomas. Steve Horton has handled the account at Stack-Goble.

Universal Radio Corp. Changes Name to Atlas

(Continued from Page 1)
York, will be retained. Studios are at 930 N. Western Avenue in Hollywood.

The first of the franchises for the distribution of Atlas Radio's product has been granted to Criterion Radio Productions Inc. for New York State and Northern New Jersey. Arrangements for the granting of other franchises for nationwide distribution coverage are pending. Criterion will be located at 1540 Broadway, New York.

Atlas, all of whose product is on disks, has completed its 1937-38 line-up consisting of 27 series encompassing the dramatic, mystery, comedy and musical fields. Releases on all subjects will be ready for distribution by Sept. 1. The organization will be represented at the NAB Convention in Chicago, where formal announcements of plans, policies and organization will be made.

"Question Box" on WINS

A "Question Box" program, sponsored by Towne Publications, premieres Sunday, 10:45-11 over WINS, to be heard regularly on that day for a period of 13 weeks. Questions will relate to motion pictures and screen personalities. Best answers to five questions will receive a tour of New York City, including visits to points of interest, transportation in the city and a trip to a night club, as prizes. David Loue is the announcer.

Dallas Expo on NBC-Blue

Tomorrow's opening of the Greater Texas and Pan-American Exposition in Dallas will be aired over the NBC-Blue network at 1-1:30 p.m. Governor Allred, Mayor Sprague of Dallas, Senator Tom Connally and others will be among the speakers.

RECORDINGS

Productions -- Transcriptions

Sound Reproductions Corp.

17 West 46th St.
New York City

Telephone
BRY 9-8265

Wedding Bells Salute

Lily Pons and Andre Kostelanetz, now heard Wednesday evenings on the Chesterfield hour, will present a special broadcast June 16 at 12:50-1 a.m. over the entire CBS network. The program will be dedicated to Jeanette McDonald, in honor of her wedding to Gene Raymond. Special wires will be installed at the wedding scene in order for the bride and groom to hear Miss Pons. Kostelanetz will be leading a CBS orchestra for the airing which will consist of Miss Pons singing Miss McDonald's favorite song. Every station on the CBS nationwide hook-up is expected to pick up the broadcast.

NAB Announces Its Convention Program

(Continued from Page 1)
and committees will be appointed. There will be no afternoon session scheduled, but remainder of the day will be turned over to committee meetings. June 22 will be devoted to election of officers, report of the resolutions committee as well as report of the election committee. The afternoon session will be turned over to report of engineering committee and an address by J. H. DeWitt of WSM.

Wednesday's morning session will begin with introductory remarks and explanation of the commercial section organization. H. K. Carpenter, of WHK will give a report of sales managers division, Lewis H. Avery of WGR will report committee national sales methods and costs, and M. Carl Everson of WHK, Arthur Pryor, Jr., of BBD&O, Arthur B. Church of KMBC, John J. Gillen, Jr., of WOW, Marvin Oreck, Oreck, Inc., and Martin Campbell of WFAA will report on other committees and activities. Addresses will be followed by presentation, discussion and vote on resolutions pertaining to commercial section. Afternoon session will be turned over to panel discussions by members. At 7 p.m., following installation of officers at the conclusion of the afternoon session, the annual NAB banquet will take place together with entertainment and presentation of the Broadcasting trophy to the winner of the golf tournament.

C. W. Myers, president, has appointed the following as local convention committee; Glenn Snyder, chairman, Leslie Atlass, Ralph Atlass, H. C. Corowell, Gene T. Dyer, W. E. Hutchinson, Quin A. Ryan, F. A. Stanford, Niles Trammel, Clinton R. White, all of Chicago.

Braddock-Louis Bout Hurdles Court Action

(Continued from Page 1)
fighter before fulfilling a contract to fight Max Schmelling.

The broadcast will be handled by Clem McCarthy and Edwin C. Hill. Arthur Kudner has the account.

Electric Auto-Lite Signing Ted Husing

(Continued from Page 1)
spots a week over CBS and will premiere early in August. Sponsor is Electric Auto-Lite Co. United States Advertising Corp. is the agency.

Big Publicity Campaign On "Tarzan" Radio Series

West Coast Bureau, RADIO DAILY

Los Angeles — When Edgar Rice Burroughs' new Tarzan radio series takes the air in the fall, it will be backed by a supporting campaign of screen, air and printed publicity such as few radio shows have had, the Robert Collier Agency, owner of the sales rights, announces.

The campaign will include co-operative and supporting promotion on the screen through trailers, display space and intensive radio exploitation of the forthcoming Tarzan productions which Sol Lesser of Principal Productions is making to be distributed through 20th Century-Fox.

Burroughs personally will supervise the writing and direction of the script series, with a selected cast of Hollywood radio and film artists.

Transamerican-Hearst Consummate Their Deal

(Continued from Page 1)

first show to be heard on the Hearst outlets through this arrangement. Program is to be sponsored shortly by a national account and is set for most of the Transamerican affiliates.

Stations concerned in the Transamerican-Hearst deal are WINS, New York; WCAE, Pittsburgh; WBAL, Baltimore; WISN, Milwaukee; KOMA, Oklahoma City; KYA, San Francisco; KEHE, Los Angeles; KTSA, San Antonio; KNOW, Austin, and WACO, Waco, Tex.

Emile Gough, vice-president of Hearst Radio, said that none of the Hearst stations would become affiliated with the WLW Line. Most of them are already associated with either NBC or CBS.

SHERWIN-WILLIAMS CO. BACK ON AIR IN FALL

Sherwin-Williams Co., Cleveland (paint products), will again be on the air this fall with the "Metropolitan Auditions of the Air." Series will start Oct. 3 on the coast-to-coast NBC-Blue network, Sundays, 5-5:30 p.m. Cecil, Warwick & Legler Inc. has the account.

Lottridge is Appointed KOMA Commercial Mgr.

(Continued from Page 1)

KFAB, KOIL and KFOR, Lottridge was formerly associated with WMT, Waterloo; the Willott Co., Chicago and Kansas City; KFH, Wichita; KCRC, Enid, Okla., and as announcer, artist, producer, etc., for the "Show Shop" over Chicago stations.

At the 1935 NAB convention he originated and helped form the Sales Managers' Division, and has served as its chairman and a member of the NAB Commercial Section since that time.

European Music Society Acquires American Works

(Continued from Page 1)

lications in the catalogs of the following American publishers:

Chart Music Publishing House, De Vaignie Music Corp., Franklin Earl Hathaway, National Music Co. (Albright Music, H. W. Fairbank, Hart Music, Select Music, Windsor Music) and W. H. Sajewski, all of Chicago; Paul A. Schmitt Music Co., Minneapolis, and J. A. Parks Co., York, Neb.

KSFO Signs UP Service

Newest station to sign for United Press radio reports is KSFO, San Francisco, the CBS affiliate which began to take the service this week.

AMERICAN MICROPHONE CO., INC.

Efficient Repairing
Dynamics, Velocities, etc.

Recognized Technicians
Modern New Equipment

CAREFUL TEST and EXAMINATION

Send us your microphone for a complete overhaul.

STUDIO STANDS: Latest design. Insulated inner rod. Positive or slip lock. Fittings available for all makes of microphones. Special stands built to specifications.

DYNAMIC MICROPHONES
for studio and remotes

Write for Catalogue No. 26.

1915 South Western Ave., Los Angeles

THE SONGBIRD OF THE SOUTH

KATE
SMITH

A & P BANDWAGON

THURSDAYS

CBS NETWORK 8-9 P.M., E.S.T.

EXCL. MANAGEMENT TED COLLINS

PROMOTION

Music Festival Recorded

During the week of the State Music Festival held at the University of Iowa, WMT of Cedar Rapids-Waterloo fed the festival to the Iowa network stations, KSO and KRNT, Des Moines.

In order to carry certain portions of the festival, Charles F. Questin, technical supervisor for WMT, recorded the music and it was re-broadcast later in the day when time could be cleared. This also gave the students who competed an opportunity to hear themselves just as they sounded over the air.

At the time of the festival letters were sent out to High School Superintendents calling their attention to the broadcasts. As a result many schools held special assemblies in order that the students might hear their fellow classmates broadcast.

A tie-up was completed by Doug Grant, program director, wherein these recordings were taken to the schools and played before their assemblies by Leo F. Cole and Ray Cox who became speakers for these occasions. The records were then presented to the school as a permanent record of the school's 1937 entry in the State Music Festival. This affair attracts an average of 6,500 students annually to Iowa City.

UBC Sales Book

United Broadcasting Co., which recently issued a comprehensive sales folio on WHK, Cleveland, has similar booklets on the presses for WJAY, Cleveland; WHKC, Columbus, and WKBN, Youngstown.

Community Activity

In a full-page ad titled "Serving the Community" appearing in last Sunday's Kansas City Kansan, KCKN listed some of the persons who have spoken on the station since Jan. 1, as well as some of the special community programs presented in that time. Both lists are long and impressive.

Wrapped in "Sell Appeal"

With an outer cover of cellophane and a subheading of "Wrapped in 'Sell Appeal,'" Transamerican has put out an interesting little booklet on The WLW Line.

1	9	3	7
SUN	MON	TUE	WED
4	5	6	7
10	11	12	13
16	17	18	19
22	23	24	25
28	29	30	

June 11
Greetings from Radio Daily

to
Fred Gropper
June 12
Priscilla Lane
June 13
Bob Bailey
Jack Fulton



● ● ● Reported that Henry Ford has offered (or has already paid!) \$175,000 for the exclusive rights to broadcast the World Series games next Fall—from wherever they take place!... Edwin C. Hill has just been signed to "color" the Braddock-Louis fight between Clem McCarthy's word-pictures... Lucille and Lanny auditioned for Ruthrauff & Ryan yesterday... Eddy Duchin starts a commercial the first week in September... Benton & Bowles are auditioning 15-minute script shows... Harry Von Zell will SING on the Gulf show!... Victor Moore-Helen Broderick show, which fades the 27th, will definitely return in September... Lum and Abner have been signed for 14 weeks of p. a.'s... Two music publishing execs with the same firm have contacted a big agency talent man—and offered him a proposition to head a talent office on the scale of Rockwell-O'Keefe, Consolidated Radio Artists and William Morris firms... The men are not the same we referred to a few editions ago!

● ● ● Since midget auto racing opened in Kansas City, leading racers have been interviewed on the air by sports announcers of all stations there... As might be anticipated in a Mark Hellinger yarn, most of the drivers were afraid of the mike... So, in retaliation for razzing from the wordslingers, the drivers dared the boys to take the wheels in a special race arranged for them... Ralph Nelson, sports announcer and director of special events for KCKN, won the 5-lap race, finishing half a lap ahead of Walt Lochman, baseball news flasher for KXBY... Runner-ups were Dick Smith of WHB (the station celebrates its 15th year this week) and Jack Starr, KMBC, trailing the fold.

● ● ● New Amsterdam theater on Forty-second Street is the latest site being considered by Bill Weisman of WMCA to house the offices and studios of the main outlet in the Inter-City chain... Theater reached peak during Ziegfeld era... Joe Keit has left Mills Music for Joe Morris... Mimic Arthur Boran and Author Max ("Enjoyment of Laughter") Eastman have formed an air partnership to do a series called "Snap Shots of Comedians," with Eastman doing the explanation as Arthur exemplifies... George Hicks and Bill Stern will be assisted by Kenneth S. M. Davidson, international yachting expert on the NBC description of the America Cup Race, July 31... Bert Lahr leaves the airlines very soon... Elton Britt, Zeke Manners' yodeling hillbilly, who on learning that his wife had presented him with an eight-pound boy in Canada the other day left New York to see the Little Shaver, will be shocked on his arrival there—to learn that his wife died as he left here.

● ● ● "Dog-gone" is a common enough word to be sure, but "doogooone"—well that's something else again, as has been proven to Bob Drake, the twelve-voiced, one-man show via WHAS, Louisville, Ky., who is heard as "The Jackson Family"... Back in his childhood, Bob tried to imitate an old Negro and thus formed the habit of prolonging the pronunciation of the word, which happened to be the ol' Negro's byword... A chum, Vertie Webb, after many years a neighbor, moved away from the homestead and Bob went into a Minstrel Show, etc... A few weeks ago, Vertie, now Mrs. E. H. Scott, was in Louisville and decided to make a permanent residence there... One afternoon while seeking radio programs she chanced to dial WHAS—when the Jackson Family was on the air... When Bob pulled the "doogooone" during the show, Vertie recognized the expression of her former neighbor—and made a call to the station leaving her phone number—without name... Bob phoned and the two were united after a long lapse!

F. C. C. ACTIVITIES

APPLICATIONS GRANTED

WTFI, Atlanta. Mod. of CP to move studio site locally and increase day power to 1 KW.

Valley Electric Co., San Luis Obispo, Cal. License to cover CP for new station. 1200 kc., 250 watts, daytime.

Estate of Wilbur C. Hawk and Gene A. Howe, Lubbock, Tex. Auth. to transfer control of KGNC to Globe News Publishing Co., Inc.

WTAR Radio Corp., Norfolk. CP for new high freq. relay station. 31100, 34600, 37600 and 40600 kc., 1 watt.

SET FOR HEARING

Southern Broadcasting Corp., Bogulusa, La. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

Seaboard Broadcasting Corp., Savannah. CP for new station. 1310 kc., 100 watts, 250 watts LS., unlimited.

Martin R. O'Brien, Aurora, Ill. CP for new station. 1240 kc., 250 watts, daytime.

State Broadcasting Corp., New Orleans. CP for new station. 1500 kc., 100 watts, unlimited.

Radiotel Corp., San Diego. CP for new station. 920 kc., 1 KW., unlimited.

APPLICATIONS RECEIVED

WWPO, Inc., Pittsburgh. CP for new station. 1120 kc., 250 watts, unlimited.

Florida Capital Broadcasters, Inc., Tallahassee. CP for new relay station. 1622, 2058, 2150, 2790 kc., 40 watts.

Gila Broadcasting Co., Safford, Ariz. CP for new station. 1420 kc., 100 watts, 250 watts LS., unlimited.

Donald B. MacMillan, Provincetown, Mass. CP for new relay station. 12855 kc., 100 watts.

National Life & Accident Insurance Co., Inc., Nashville. CP for new station. 1370 kc., 100 watts, 250 watts LS., unlimited.

APPLICATIONS RETURNED

Earl A. Nielson, Phoenix, Ariz. CP for new station. 1210 kc., 100 watts, unlimited.

McHenry Tichenor, Harlingen, Tex. CP for new station. 1370 kc., 100 watts, 250 watts LS., unlimited.

EXAMINER'S RECOMMENDATIONS

Hearst Radio, Inc., New York. Mod. of station licenses of fixed public press service, be granted.

Clarence A. Berger and Saul S. Freeman, Couer d'Alene, Idaho. CP for new station. 1200 kc., 100 watts, daytime, be granted.

WMC "All-Girl Minstrel"

Memphis—A new program, one of the few if not the only one of its kind on the air, has been introduced by WMC under the title of "All-Girl Minstrel". Interlocutor of the troupe is a male, Igor Ivan, formerly with a Major Bowes unit. There are six girls in the group, offering regular minstrelsy fare, sponsored by Leo Kahn Furniture Co. for a half-hour spot weekly.

AGENCIES

H. H. SHARMAN, formerly associated with Erwin, Wasey Co., Inc., has joined the Van Sant, Dugdale & Co., Inc., advertising agency of Baltimore. Sharman succeeds C. M. Buchanan, who has become an account executive at the same agency.

KLINGER ADVERTISING CORP. has moved to 19 West 57th St. Offices formerly were at 1776 Broadway.

M. IRENE OVIATT has been appointed an account executive of Campbell-Lampe Inc. Oviatt was formerly with "Arts & Decoration".

WITH THE ★ WOMEN ★

By ADELE ALLERHAND

MADGE MARLEY, NBC Contralto, did a guest shot on the Ford Show.... Was so good they signed her for the tour.... The Marley lass landed in N. Y. about three years ago without the proverbial sou, her wardrobe in an overnight bag.... Lived on cereals and beans, adding 50 pounds to her weight, most of which has disappeared by dint of diet.... Due for a big build-up.... Dot Haas, en route with the Al Pearce gang, sending exuberant wires to the stay-at-homes from Columbus.... Meeting many radio editors, laboring in the publicity vineyards, and having a swell time.... Lee Williams, Al Pearce's smooth-looking sec., joins the gang in Chi on Tuesday.... WMCA's Anice Ives will have June 24 dedicated to her by her Philly Women's Club.... They'll call it "Friendship Day".... Frankie Basch of that station celebrates her 6th ether anniversary Sunday by offering a "Shut-In" day program, in conjunction with the Daily Mirror and I. J. Fox, from the hospital at Welfare Island.... Frankie will pow-wow with patients and Maxwell Lewis, hospital superintendent.

Eve Love, still convalescing from her recent illness, closes her office for the summer, June 15.... She'll rest in Connecticut for a fortnight, then go coast-ward for the duration of the hot weather.... Kay Cornelius contributes her pianofortitude to the Will McCune Ork musicmaking at the Bossert's Marine Roof.... Woody Herman, who's never featured a gal vocalist before will add one to the ensemble when he opens at the Pittsburgh "Willows".... The look of dejection on George Frame Brown's face is on account of his cow Bessie, the pride of Saugerties, has passed on to greener pastures.

Evelyn Gardiner, femme director of the KDKA Home Forum, assumes the presidency of the Pittsburgh branch of the Home Economics in Business Group of the American Home Economics Association.... Jeanette D. Herwitz, erstwhile WFBM pianist, enters the commercial ranks with the opening of a sheet music dept. in the Indiana Piano Co. Store in Indianapolis.... Maude Adler, Sid Schwarz's dynamic amanuensis, looking forward to her July 23 departure for Tennessee and vacation days.... Patricia Cook will satirize the party girl in "Too, Too Divine" on her Saturday WICC broadcast.



"Vanishing New Yorkers"

This WMCA series, presented Wednesdays at 8:45-9 p.m., has more possibilities than are realized in some of the scripts. This week's program, presenting Dr. W. E. Auginbaugh, world traveler, adventurer and author, dealt with the ox-cart driver. Dr. Auginbaugh is supposed to be the only one left in New York.

Musical fanfare gave the program a slow start, and the subject of ox-cart driving was not gone into very thoroughly. Instead, topic led away to where oxen are used today. Nothing was said about what oxen eat, how do they compare with a horse for work, their habits, are they as lazy as they look, where did they originate, who used them first, do they have to be trained to draw a cart, etc. Travel shorts by the hundreds have shown the public where ox-carts are still used, but no data has been furnished about oxen.

A program of this type requires considerable research to make it right. The idea, however, is there.

WQXR Inventors' Program

A series dedicated to inventors and potential inventors starts July 7 over WQXR. Titled, "Can It Be Done," the program features Ray Gross, practicing inventor with many inventions and patents to his credit, and will include practical suggestions to inventors, each week, interviews with several amateur inventors, and is designed to point out to manufacturers and consumers the inventive ideas which Gross believes every person possesses. Alice Pentlarge, WQXR commentator, will attempt to express the viewpoint of the typical consumer on the inventions and ideas originated through the program. Guests, including Dorothea Brande, author of "Wake Up and Live," will appear on the broadcasts from time to time.

Talent for Shut-in Day

Jack Coombs, assistant program director of WMCA, has lined up the following talent who are to appear in shut-in homes in Greater New York on National Shut-In Day, Sunday: Lou Saxon, Don Kerr, Billy Glason, Barnacle Bill and Ray Murray, all emcees; Bob Parker, Jerry Baker, Tempo King, Michael May, Roger Coleman, Eddie Marshall, Burt Raeburn, Jack Barrie, Dan Rowland, Betty Barnes, Sylvia Walters, Helen Young, Lorraine Barnett, Ann Stewart, Kay Wells, Lois Leonard, Gloria Manners, Margie Nicholson and Carrie Lillie Gang.

"To the Ladies"

Titled and musically designed to catch the feminine attention, this program over WHN at 3-3:30 p.m. yesterday was highlighted by the singing of Bob Murray with Don Albert's orchestra supplying the music. While somewhat routine, it made pleasing afternoon fare. Murray, who has a good voice and mike style, sang "You're Looking for Romance—I'm Looking for Love," "There's a Lull in My Life" and "So Rare," doing justice to all. Charles F. McCarthy was the announcer, with Long Island Outfitting Co. as the commercial element.

"Healani of the South Seas"

Off the beaten path, engrossing as well as musically entertaining, and presented in an effectively amiable manner are the programs of "Healani of the South Seas." Wednesday night's WJZ-NBC Blue network broadcast included a little historical narration about the early settling of Hawaii by Spanish sailors. The story was nicely told, with appropriate music woven around it.

Fred Allen Film Delayed

Fred Allen and his wife, Portland Hoffa, who will spend the summer in Maine before traveling to the west coast for a picture, were to have left for Hollywood immediately after his present air series concluded, but the filming has been postponed until Oct. 1. At present it is doubtful whether the comedian will return to the air in the fall. Allen has not stated definitely what his plans will be for the next season, but it is fairly certain that he will not return to the networks for his present sponsor.

Radio Events' Script Tryouts

Radio's equivalent of the summer theater tryout of a show previous to its Broadway premiere will be a Radio Events experiment with productions this Summer. By special arrangement with stations of chain caliber, Radio Events will present new programs as a test of untried scripts. When possible, the players, as cast and rehearsed in Radio Events' New York studios, will appear before the out-of-town stations' mikes in the try-out rendition of the original scripts.

WPG Adds News Periods

So that the huge throng of summer visitors may keep posted on last minute happenings, WPG in Atlantic City has augmented its news broadcasting schedule. Supplementing special events bulletins and network news, WPG has assigned 12 p.m., 1 p.m., 4 p.m., 5:45 p.m., and 11 p.m. for last minute Transradio News bulletins.

GUEST-ING

FRITZ LIEBER, in "Father Damien," on Joe Cook Shell Show, tomorrow (NBC-Red, 9:30 p.m.).

ARTHUR GODFREY, on Walter King's "Song Contest," today (WINS, 12:15 p.m.).

TEDDY HART, guest of Powell Clark, on "Grand Stand and Band Stand," today (WMCA, 4:15 p.m.).

PHILLIPS HOLMES, interviewed by Radie Harris, today (WHN, 8 p.m.).

A. J. LAW, miniature shipbuilder, on "Hitching Your Hobby," June 15 (WMCA, 11 a.m.).

PIETRO DI DANATO, on "Exploring the Seven Arts," June 16, (WQXR, 9:45 a.m.).

BENNY FIELDS, on the "Broadway Melody Hour," June 16 (WHN, WOR, 8 p.m.).

MAY ROBSON, on the Chase & Sanborn show, June 20; Sonja Heinie, on the 27th (NBC-Red, 8 p.m.).

TALLULAH BANKHEAD, FANNIE BRICE, MITZI GREEN and JOE LAURIE JR., on Vallee show June 17 (NBC-Red, 8 p.m.).

Talent for Expo Broadcasts!

Talent to be heard on Mutual's one-hour broadcast on the opening day of the Texas and Pan-American exposition in Dallas tomorrow night will include the orchestras of Ted Florito, Lou Harris and Jack Crawford, a 176-piece band from Altus, Okla., an Inca tribe dramatization, Borrah Minnevitich and his Harmonica Rascals, Art Jarrett, Marion Eddy; Chuck Bedell, champ barker; Guillermo Perez, commissioner from Venezuela, and Ray Fox, emcee. Program will originate through Mutual's Dallas affiliate, WRR.

BOSTON

John A. Holman, general manager of WBZ-WBZA, has been elected a member of the board of directors of the Boston Advertising Club.

Neal O'Hara, in his new show called "The Neal O'Hara Radio Gazette," being sponsored by Brown & Williamson over WEEI, will have the assistance of Joe Toye, editorial writer for the Boston Traveler, and Edson B. Smith, State Street financial writer.

TED HUSING says:

"The Telephone Secretary is one of my best investments. Busy radio artists find it invaluable for those quick contacts."

NATIONAL RADIO REGISTRY
415 Lexington Ave., at 43rd, N. Y.
Vanderbilt 3-8157
Telephone Secretary—Doris Sharp



ORCHESTRAS - MUSIC



DUMORS, printed and otherwise, that NBC was to take on a new blue network outlet to replace KECA are denied by Harrison Holloway, manager of KFI and KECA, who said he felt it was time the rumors should be noticed and squashed. "We have a contract with NBC for five years more, and the contract is going to remain in effect" he said. "What improvements are to be made, and how, is a matter to be taken care of in Washington."

Don Ricardo and his rhumba orchestra will give early California musical atmosphere to San Fernando's yearly week-long Fiesta starting tomorrow. Arrangements are being made for broadcasting the picturesque fete from the old San Fernando Mission, and perhaps an hour or half hour will go out on a transcontinental net.

Bert Phillips, who handles the Junior Chamber broadcasts, is negotiating with Huntington Library and Leslie Howard, planning to use one of the original Shakespeare manuscripts for a 30 minute transcontinental airing of the poet's own version of a scene from one of his plays.

Jerry O'Conner, public relations and special events man for KFWB, is back from a three-week stay in Panama.

Jack Dolph, assistant to Donald W. Thornburg, CBS vice-pres. on the Coast, is back at his desk after a siege of flu.

Guerdon Mosser has been added to the accounting division of KEHE as chief assistant.

Standard Radio has added CFCY, Charlottetown, Prince Edwards Islands, and WSYR, Syracuse, to its list of library subscribers.

Andy Potter of KOH, Reno, is a Los Angeles visitor this week.

Jerry Mohr, formerly with the Theater Guild, and with NBC and CBS offices in New York, has joined Don Lee's KHJ announcing staff.

Leonard Lake, formerly with KGFJ and KFI has joined KFWB as announcer.

L. O. Ricketts of KFBK, Sacramento, and later of KMJ, Fresno, is visiting friends in Los Angeles, readying to return to KFBK sales division after his outing here.

Herewith the week's best for press agent's cautious accuracy. Jose Rodriguez releases: "Bill Bryan, KFI-KECA announcer, and Trudy Wood, his wife, are snatching a brief vacation in Texas, accompanied by their inseparable companion Lupe, whose mother is a Scottie."

MAESTRO EMERY DEUTSCH and ork open at the New York Paramount on July 7, through the courtesy of the Rainbow Grill. Deal was set by Rockwell-O'Keefe Inc.

Glenn Miller and his band have plattered a series of popular numbers, new and old, for Brunswick. Ditties are "Time On My Hands", "I've Got Rhythm", "Sleepy Time Gal" and an original composition titled "Community Swing".

Jeno Bartal, whose orchestra is being featured in the Georgian Room of the Hotel Piccadilly, has added the Singing Strings, violin-playing trio, to his musical ensemble.

Don Nichols and the boys inaugurate a series of broadcasts via WHN tonight, 9-9:30 p.m., from the Roseland Dancehall in New York City.

Russ Lyon's ork has been signed by Bill Green for his outdoor spot. Band will be aired via WCAE, Thursdays 1-1:30 a.m., Fridays at 11:30 and Saturdays at 1 a.m.

Batoneer Jack Denny and his band play a two days' engagement at the Orpheum Theater, Madison, Wis., before opening in the Silver Forest of the Drake Hotel in Chi. Denny is currently purveying music to the Gold Room clientele in that hostelry and has been signed for four weeks in the Silver Forest.

CRA has signed an exclusive contract obliging them to furnish music during the summer months at Waco pavillion, Seymour, Ind., summer spot. First band on the schedule is the Lee Bennett outfit, July 9-22; Maurie Sherman follows on July 23; and August 6 "Tweet" Hogan moves into the lake resort spot.

Maestro Ran Wilde and his musical aggregation begin making music at the Adolphus Hotel, Dallas, June 23. Rockwell-O'Keefe Inc. made the arrangements.

Russ Morgan and the lads go collegiate when they play the Bowdoin College Commencement Dance in Brunswick, Me.

Members of the Casa Loma Orchestra gave Glen Gray a surprise birthday party last Monday with all the gang contributing merriment at Lucy's, Hollywood rendezvous.

The Donald Duck version of "Marie" introduced by George Thomas on a recent dance parade program is just the Tommy Dorsey recording of "Marie" played fast. The idea originated accidentally when the record was played too fast by mistake. The Donald Duck versions have spread to such recordings as "Ride, Red, Ride", "The Merry-Go-Round Broke Down", "Shine", and "I'm Gonna Play in the Varsity Band".

★ ★ ★ QUOTES ★ ★ ★

AL DONAHUE: "There seems to be a lot of talk that radio has its cliques and that only certain musicians can obtain employment. This is a misconception. Leaders are always seeking new talent—but it must be good. That's why the Manny Kleins and the Mickey Blooms work on as many as fifteen commercials a week. Some leaders decry the fact that they can't obtain their services. If others, equally talented were obtainable, they would be grabbed quicker than they can hope for."

WILBUR HATCH: "Now that prosperity is on the way and people are adopting a gayer attitude, I look for a flood of blues songs and torch songs, such as reigned supreme in the twenties, before the depression. It's odd, but true, that in good times, people like to hear 'moanin' low' numbers, while in eras of economic stress, the taste runs to cheerful and bright tunes."

ALAN ROBERTS: "Language singers may not be the most important factors in radio, but there is cause to be certain that these singers make the rendition of other songs more interesting to all concerned. The United States has over one hundred and twenty-six million potential radio listeners, and it is a best bet that these dialers aren't all of the same tongue. Even if they

were, the language singer certainly would have an appeal to more than one fifth of them. French, Spanish, Italian, Russian, German and Hebrew seem to be the most popular languages for foreign songs."

PAUL WHITEMAN: "The Radio public is pretty select in its preferences of music. Whereas on the stage or in the pictures, the public goes to the bandleader, radio has the bandleader going to the public, and as such presents a wide variety of music for the public's fancy. I have found, in my experience, that radio dialers between the ages of fifteen and thirty will invariably tune to the popular and swing tunes, between the ages of thirty and fifty the popularity goes towards the Modern American Music and the elder ages choose symphonic and classical music. This is not infallible, but presents a rough estimate of the 'leanings' of the public."

PETER KENT: "Introducing a new song hit over radio is now a difficult problem to the radio singer. Consider the numerous radio stars who also are motion picture and stage stars. These vocalists become identified with their songs and make the public recognize the song as 'theirs'. This complicates the straight radio singer because he is limited in the

RED NICHOLS and his Pennies taking over the Trianon band stand with WGN-Mutual wire on June 19.

Gordon T. Hughes, Des Moines radio director, author and actor, has joined NBC production staff here. Hughes has been in radio since he was 12 years old. In Des Moines he directed the Community theater.

Reis and Dunn, song and piano team, to make a guest appearance on NBC Jamboree tomorrow night.

Eddie and Fannie Cavanaugh, who have been interviewing celebs on the air 15 years now, submitted to their first air cross examination yesterday by Harry Bigelow and Frances A. McCarvell, local high school grads of the week. Youngsters were chosen as guest gossipers for the Gaelic Twins in connection with WBBM's High School day.

Tom Thatcher, formerly with Consolidated Radio Artists, all set to head the new Rockwell-O'Keefe office being opened here July 1.

City Club of Chicago is opening a new series by civic, business and social leaders over WJJD at 7:15 p.m. tomorrow. First speaker will be Dr. Anton J. Carlson, chairman of public health committee and head of physiology dept. at University of Chicago Medical school.

selection of his new selections. A solution to this might be to have announcers stop the practice of crediting the song to the original introducer, and crediting it to the writer."

PHIL REGAN: "Many of radio's singing stars have risen to sensational heights because they were the novelty of the moment. Soon after they found themselves out of popular favor, because they hadn't changed with the times. Radio stars can take a tip from the stage and screen lights who realize that the popular fancy of the public changes from day to day, and that they must change with it. The selection of songs, accentuation on humor and other factors should enter in here, if the highlights want to keep shining."

THE O'NEILLS: "Radio script-shows are in a problematical situation at present. The youth's programs are finding trouble keeping up fooling the kids with 'Tails of Terrible Tommy Cat' and the mystery hours are going bats trying to find out why the public doesn't like to follow up murders on the air. But the script shows have finally found that the 'down to earth' 'human interest' script still goes over well. The story of a typical New York family, its struggles, joys, setbacks, and successes is still holding fast the interest of the wide radio public."

STATION-STUDIO
and
TRANSMITTER

EQUIPMENT

NEW DEVICES
and
IMPROVEMENTS

Latest Technical Developments and Activities in Radio and Television

New Features Devised For KNX-CBS Center

Photo-electric signal devices, built-in sound effects, invisible control-room windows, inverted studio walls and cavernous reverberation chambers—these are some of the features which the country's leading engineers, architects and acousticians have devised for the new KNX-Columbia broadcasting center in Hollywood.

Construction work has progressed rapidly since the ground-breaking ceremony in April, and CBS officials expect the studios to be ready for a dedicatory broadcast by December. While workmen are completing the foundation for the structure, which is to cover an entire city block, experiments to produce new refinements in radio architecture are being directed by William Lescaze, modernist architect responsible for the design; Earl Heitschmidt, assistant in charge of Hollywood construction; Dr. Verne Knudsen, University of California acoustical engineer and consultant to CBS, and CBS engineering heads in New York and on the west coast.

In New York, Columbia has built an experimental laboratory-studio for testing new ideas in radio acoustics, lighting effects, and other construction details.

In the matter of acoustics, Dr. Knudsen has employed what is known among sound experts as the "flat curve" principle. Under ordinary conditions, studio walls absorb too few of the sound waves of low pitch, too many of the high frequencies.

To achieve a "flat curve" in the sound absorption graph (equalize the absorption rate for high and low note), Dr. Knudsen and his engineers have designed inverted studio walls, tapering outward from base to ceiling at a scientifically determined angle. In addition, he has selected for wall material a synthetic product known as "acoustipulp" which is manufactured from sugar cane fibre.

In sound effects, innovations as important to radio as the revolving stage to the theater have been worked out for the new Hollywood broadcasting center. Equipment, recognized after a decade of network

Station Improvements

Tuscaloosa, Ala. — WJRD has applied to the FCC for a construction permit to install a new transmitter and increase power to 250 watts.

Albuquerque, N. M.—Authority to install new automatic frequency control has been asked by KGGM.

West Palm Beach, Fla.—License to cover CP for changes in equipment and increase in day power has been asked by WJNO.

Ponca City, Okla. — WBBZ has asked the FCC for license covering CP for new equipment, changes in antenna and increase in day power.

Winston-Salem, N. C.—CP to make changes in transmitting equipment and increase power to 1 kw. has been requested by WAIR.

Shreveport, La.—KTBS will change frequency from 1,450 kc. to 620 kc. and install directional antenna for day and night use upon receipt of CP from the FCC.

Valley City, N. D.—KOVG has applied for CP to make changes in equipment and increase power to 250 watts day.

Decatur, Ill.—Transmitter and studio of WDZ will be moved from Tuscola to Decatur upon receipt of CP from the FCC.

Phoenix, Ariz. — Authority to install automatic frequency control has been asked by KOY.

Los Angeles — Changes in equip-

ment, new vertical antenna and increase in power are covered in a CP application filed by KFVD with the FCC.

San Francisco — KGGC has asked for CP to make changes in equipment, increase power to 250 watts day and change frequency to 1,370 kc. from 1,420 kc. contingent upon granting of KRE's application for change in frequency.

San Bernardino, Cal.—KFXM has applied for CP to make changes in equipment.

Petersburg, Va.—CP to install a new transmitter, erect a directional antenna for day and night use and increase power to 1 kw. unlimited, has been requested by WPHR.

Gadsden, Ala.—WJBY has applied for CP to make changes in transmitting equipment, install vertical antenna, increase power to 250 watts day and move transmitter and studio.

Kilgore, Tex.—Construction permit to make equipment changes and increase power to 250 watts day has been asked by KOCA.

Fort Worth—KTAT has applied for license to cover CP for new transmitter and antenna.

Indianapolis — Authority to install new automatic frequency control has been asked by WIRE.

New Economy Flashlight

Freeport, Ill.—Modern streamlining and new mechanical improvements are outstanding features of the new Economy line of flashlights announced by Burgess Battery Co.

Ratchet locking focus, compartment for spare lamp, lamp-protecting bumper block, foolproof switch, and seamless brass barrels, nickel-plated, are the new quality features. The new construction, with a removable headbridge, permits lodged cells being released from both ends of barrel.

Booklet on P.A. System

Western Electric Co. has put out a 12-page illustrated booklet on its High-Powered "Bull Horn" Public Address Equipment. The brochure gives a general description of the equipment and of the installation at the Roosevelt Raceway, Westbury, L. I.

Buy "Salt-Shaker" Mikes

Cleveland—A dozen Western Electric "salt-shaker" microphones have been bought by WHK-WJAY.

Portable Transmitter Put in Service by WSGN

Birmingham—WSGN, the Birmingham News-Age Herald station, inaugurated the operation of its portable transmitter WAXD with a broadcast from an airplane over the Municipal Airport, which was one of the scheduled performances of the National Air Carnival held here June 5-6. Announcers Bob McRaney and Joe Ford, Chief Engineer Paul Cramm, Engineer James Evans, and Glenn Messer, pilot of the plane in which the transmitter was installed, not only brought the highlights of the air carnival but carried on three-way dialogues between the station in the Tutwiler Hotel, the public address system on the field and the plane.

On Sunday afternoon, the second day of the Carnival, WSGN installed its transmitter in a Stinson cabin plane owned by H. F. Wood of the Wood Chevrolet Co. and presented more air flashes.

WSGN was the only Birmingham station covering the Air Carnival, with interviews by Frank Hawks, internationally known speed flier, Captains Len Povey, Alex Papan and Guiteras of the Cuban Air Force; Fay Cox, parachute jumper and others from the field and in the studio as well as furnishing the entertainment for the Air Carnival banquet.

Join NBC Chicago Staff

Chicago — Frederic C. Shidel, Joseph Alusic, Raymond C. Bierman have been added to NBC engineering staff. Russell B. Sturgis, studio engineer, has been named control relief supervisor.

Ohio Sound Corp. Chartered

Toledo—Ohio Sound Corp. has been chartered by Herbert G. Sell, Edward G. Harris and Roger J. Shelles to act as a sound equipment and radio jobbers' representatives.

Bob Connelly Married

Bob Connelly, who handles a regular operating trick at WHAT, Philadelphia, is now a benedict. He married Elizabeth Hoffman.

Get Clarion Name

Chicago — Local interests have bought the radio trade name "Clarion" and plan to bring out a set line under that title. New Clarion corporation has offices in the Pure Oil Bldg.

MOTION PICTURE LIGHTING AND EQUIPMENT CORP.

WE FURNISH
Electrical Lighting Equipment of Any Kind
FOR RADIO STATIONS

244-250 WEST 49TH STREET
New York City Tel. CH. 4-2074

SETTLEMENT IS MADE IN TRANSRADIO SUIT

(Continued from Page 1)

ciated Press, United Press, International News Service and the American Newspaper Publishers Association and certain individuals, has been discontinued.

Total sum sought for damages against the 17 defendants was \$1,700,000. Case has been on the court calendar for over two years and charged restraint of trade.

NAB April Figures Reveal Increase

(Continued from Page 1)

were 2.7 per cent below the level recorded for last month, the usual seasonal decline. The principal gain over last year occurred in national non-network field, the volume in this field rising 53.8 per cent. Electrical transcriptions continued to show principal gains of any type rendition compared to preceding month. Transcriptions rose 8.0 per cent in the local field. Live talent business rose 45.1 per cent over previous April, announcements rose 25.3 per cent, transcriptions up 24.1 per cent and records were up 12.5 per cent.

The following sponsor groups showed principal gains as compared with last month; National network, soap, kitchen supplies and tobacco advertising; regional network, toilet goods and financial advertising; national non-network, tobacco advertising and local, household equipment advertising. As against last April, principal increases occurred in the following groups; National network, household equipment, financial, soap and kitchen supplies; regional network, foodstuffs, beverages and confections; local, foodstuffs, department store and tobacco advertising. Retail broadcast advertising was \$1,252,430, an increase of 6.4 per cent over last month and a gain of 14.5 per cent as compared with April, 1936.

Compared with March, non-network advertising in South Atlantic, South Central area rose 7.8 per cent, non-network in New England, middle Atlantic and Pacific and Mountain areas declined 4.8 per cent and 2.7 per cent respectively.

ONE MINUTE INTERVIEW

CARLTON KADELL

"Within the few brief years of its existence, radio has managed to set up its own Gallery of Immortals. Just as Helen Hayes, Katharine Cornell, Judith Anderson and Lunt and Fontanne are enshrined as the idols of the stage, so are Jack Benny, Fred Allen, Ed Wynn, Phil Baker and Eddie Cantor permanently established in the category of radio stars whom the audiences can never forget."



Coast-to-Coast



CLETE ROBERTS, announcer is pinch-hitting at KIRO, Seattle.

Thompson Bartlett, CBS announcer, formerly with WISN, Milwaukee, is now directing the amateur shows presented Monday nights at the Riverside Theater in that city.

Frederick Jagel will spend the summer at Buck Hills Falls, Pa.

The Boardwalk Studio of WPG, Atlantic City, will be abandoned for the summer and Steel Pier studio originations, including Ethel Rattay's Tea Time Topics, will originate in the Ocean Studio, the only broadcasting studio in the world located nearly a half mile out over the ocean. It is from this point that the Breaking of the Waves is frequently picked up.

"The Calamity Couple, Jack and Jessie," is a new Sunday afternoon program over KOL, Seattle. The comedy team is supported by Don Isham and his Musical Stylists.

Dan Gellerup, technical supervisor of WTMJ, Milwaukee, has returned from a visit to the Bell Laboratories in New York where he conferred relative to the housing of the station's new 5000-watt transmitter.

Phyllis Koppel, 11-year-old Milwaukee school-girl who made her bow as a vocalist over WISN's dedication program, made such a hit that she will be a regularly featured station artist with her own program in the near future.

Edgar A. Thompson, The Milwaukee Journal radio editor, is now on the air five times weekly, answering listeners' questions about radio stars and programs over WTMJ.

Paul Hodges, emcee and announcer at WNBR, Memphis, scooped the other stations in that city by being first to interview Postmaster General James A. Farley on his recent visit there. Hodges also caught James Roosevelt, son of the President, while en route to Fort Worth.

Regis Toomey, film star who is in Memphis for a week to appear in a stage presentation of "The Front Page" by the Memphis Newspaper Guild, made a series of guest shots over WMC and WNBR.

The special program featuring the "Lord's Prayer" prepared by the Ave Maria Radio League players will be presented at 6:30 p.m. Sunday, over WMCA and associated stations as a tribute to Father's Day, June 21.

★ ★ San Francisco ★ ★

John B. Hughes, KFRC-Don Lee news commentator, back from L. A. where he flew Sunday to broadcast the General Motors concert from Hollywood Bowl. They sponsor his newscast.

Arthur Van Horn, (real name Honnold) newest bay region news commentator, is airing KSFO's newly-acquired U. P. press service.

Zella Layne, soprano, will do a guestee tonight on "Feminine Fancies," emceed by Mel Venter, over Mutual-Don Lee chain.

Byron Mills subbing for vacationing Andy Love in NBC's continuity dept.

Gene Grant, NBC sales dept., autoing around state on vacation.

Armand Girard, NBC baritone, will sing at Stanford University's commencement exercises Sunday.

Philip G. Lasky, KSFO manager, leaves today for Salt Lake City to attend the Pacific Coast Advertising Club's convention and later the NAB convention in Chicago. Mrs. Lasky goes with him as far as Salt Lake.

Lindsey Spight, Manager of John Blair & Co., also will attend the Ad Club meet in Salt Lake.

Henry Jackson, sales manager of the CBS Northern Division, and John K. Craig, Manager of Radio Sales Co., will be NABing.

CBS ready to begin construction of new studios for KSFO in Palace Hotel.

Archie Presby, NBC announcer, cutting five records for a dog food manufacturer.

Sues Over Stock Deal

Lorenzo Cailino, attorney, has filed suit in N. Y. Supreme Court for \$38,600 against the National City Bank, Edwards & Smith, Nicholls & Co., Inc., Myron S. Hall & Co., and the Development Associates Inc., it was revealed yesterday, when the defendants filed a motion asking that Cailino be precluded from using as evidence in the trial of the action matters which he refused to submit, in a bill of particulars, at the defendants' request. Cailino charged that

the Development Associates Inc. was organized to purchase in behalf of the other defendants the stock of Brooklyn Broadcasting Corp., U. S. Broadcasting Corp., Paramount Broadcasting Corp., International Broadcasting Corp. and Voice of Brooklyn Inc. He further alleges that on Feb. 27, 1932, he was engaged to negotiate purchase of the broadcasting corporations' stock, and was to receive 10 per cent of purchase price as commission, plus expenses. He asserts he bought the desired stock for \$384,000.

BROADCASTING RECORDS UPHELD BY U. S. COURT

(Continued from Page 1)

through general counsel Maurice J. Speiser of Philadelphia and New York, while counsel for the RCA-Victor Co. defended the suit.

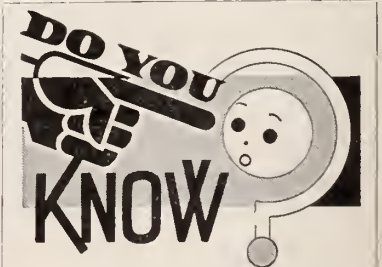
Judge Sweeney, in his memorandum, said in part "that Noble made a series of 24 records for RCA, under a contract dated Jan. 14, 1935, and under his agreement surrendered the right to sell, lease or otherwise dispose of, or to refrain therefrom, throughout the world, records embodying the performances to be recorded hereunder upon such terms as the company may approve . . . and all rights in and to the matrices and records upon which are reproduced the performances to be made hereunder." Judge Sweeney further said that, while the rights surrendered were broad in grant, the plaintiff (Noble) could have had protection against the reproduction of his records outside of the home if the RCA company had seen fit to place such a limit upon the uses.

Court also ruled that the precedent of Waring vs. WDAS could not be cited as a comparison, because Waring had stipulated with the RCA-Victor that his records were not to be used for broadcast purposes. At the Hotel Vendome, the patron uses a table phone to request his favorite record and later it is heard on the loud speaker.

According to interpretation placed on the memorandum, it remains for disk artists to specify what uses are to be made of the records in question and a different type of contract arranged. Apparently no label on the Victor disk mentioned for what uses the record in question could or could not be made.

New Connie Miles Program

Connie Miles, conductor of the popular WOR-Mutual feature, "Jazz Nocturne," has been given an additional program over that network starting July 2. Program, to be heard 1:15-1:30 p.m., will be called "At Home With Connie Miles," and will consist of the deep-voiced commentator discussing topics of human interest. Series will be heard on a weekly basis.



Robert Emmet Dolan entered Loyola College when he was thirteen years old and worked his way through by teaching piano.



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 88

NEW YORK, N. Y., MONDAY, JUNE 14, 1937

FIVE CENTS

40-Hour Week, Pay Boost for WMCA

PROMOTIONAL DISPLAY IS ADDED TO NAB MEET

Washington Bureau, *RADIO DAILY*
Washington—Injecting a new phase into this year's convention to be held June 20-23 in Chicago, the NAB will for the first time present a display of outstanding printed promotional material which has been used by agencies or clients or stations.

In an effort to get as complete a
(Continued on Page 3)

McIntosh Firm Casting For 100 Celebrity Disks

West Coast Bureau, *RADIO DAILY*
Los Angeles—R. V. McIntosh & Associates has begun casting and finishing final details before starting production on a series of 100 dramatized biographies of national and international celebrities. The disks will run 13 minutes, carry music and dramatic high spots in the lives of the celebs. Company expects to sell the series for use on release, with rights to file them for use when death or chance bring the characters into the headlines. First series of 100 will be followed with a second, it is expected.

Patterson Seeks to Buy KGGC in San Francisco

San Francisco—S. H. Patterson, former owner of KVOR, Colorado Springs, who was hired a few days ago as manager of KGGC on a year's contract, is now negotiating for purchase of the station, owned by Golden Gate Broadcasting Co., of which Rev. R. G. Craig of the Glad Tidings Temple and Bible Institute is chief stockholder. Patterson would buy it through his newly-formed Golden Gate Broadcasting Corp., of which he is only stockholder.

Former manager W. N. McGill will continue on staff in some capacity.

Using Noodle

Cleveland—Lang, Fisher & Kirk ad agency put over a nice idea for Zone Cab Company. Taxi firm wanted to get in on airing of baseball games, which are tied up by a station. However, knowing that no Sunday or holiday games are allowed on air agency bought one-minute chain breaks on WGAR to air scores on "prohibited" days.

Classics With Coffee

Chicago — Local suburbanites want their Bach, Beethoven and Brahms before breakfast, according to Norman Ross, who runs the Suburban hour for Chicago and North Western R. R. from 7 to 8 every morning on WMAQ. A survey revealed early morning tuners are pushovers for the classics, so he gives them 75 per cent highbrow recordings and only 25 pop. On Saturdays it's all long haired.

AMER. HOME PRODUCTS RENEWS 3 NBC SHOWS

American Home Products today will renew three of its NBC-Red network script shows "John's Other Wife," "Just Plain Bill" and "Mrs. Wiggs of the Cabbage Patch" for another 52 week run. All are heard coast-to-coast Mondays through Fridays. Blackett-Sample-Hummert Inc. has the account.

KSTP Vocational Series Becoming School Course

St. Paul—With KSTP's new vocational guidance series for youngsters, aired twice weekly under the title "Job Wanted," bringing in a heavy response from listeners and winning the station 42-point headlines in local newspapers, work already is under way toward elaborating the series and designing it as a listening-in course for school children of Minneapolis and St. Paul.

The new series, now in the making
(Continued on Page 3)

Agreement Negotiated Through Guild is Similar to CBS—Provides for \$42 Weekly Minimum Scale

A. F. OF M. MAY MODIFY STAND ON RECORDINGS

New Orleans—Resolutions to be introduced by the New Orleans delegation at the American Federation of Musicians convention in Louisville this week, to prohibit members from making electrical transcriptions, phonograph records or sound films, may not be as severe as originally expected, according to remarks of G. Pipitone, local union's president.

Pipitone, before leaving with Charles Rittner and John DeDroit for Louisville, indicated the delegation was not too tightly bound by its instructions and voiced confidence in AFM president Joe Weber. The N.O. group has been instructed to introduce legislation curbing activity in the disk and sound film fields. "But our union has never been immovable when a reasonable doubt may exist as to the right or wisdom of its course," said Pipitone.

B. S. Moss Bringing Television Equipment

B. S. Moss, theater man, returning today on the Normandie from abroad, where he surveyed latest developments in television, is bringing back with him a complete broadcasting and receiving equipment of the latest type.

A 40-hour week and pay boosts for the WMCA staff will become effective immediately, it was announced by Donald Flamm, president, before sailing Saturday for Europe. The agreement runs to Jan. 1, 1938, with provisions for a three-year renewal.

All announcers and producers will get salary increases, with a provision in the announcer's agreement that provides for what amounts to a guarantee that the announcer will receive commercial assignments to in-

(Continued on Page 3)

ATTENDANCE OVER 750 EXPECTED AT NAB MEET

Attendance at the NAB convention in the Hotel Sherman, Chicago, June 20-23, will probably top 750 for a new record, according to advance indications. The Braddock-Louis fight in that city on June 22 is serving as a stimulus. A partial list of those who already have signified their intention of being present follows:

CBS—Victor Ratner, John Karol, Her-

(Continued on Page 3)

Wash. State Ascap Law Up for Hearing June 29

Seattle—Federal court has set June 29 for argument on the question of constitutionality of the Washington State anti-Ascap law. Test case brought by Ascap will be heard by three judges of the U. S. District Court.

Pays for Working

Struggling and suffering radio actors who toil without pay on sustaining programs—and sometimes even on shows where commercial spots are sold—were topped last week at a Connecticut station, where one of the announcers was reported to be paying the station \$5 a week for the privilege of being on the staff.

★ THE WEEK IN RADIO ★

... Receiving Set Sales Jump

By M. H. SHAPIRO

RMA annual convention in Chicago last week resulted in fodder for the sales promotion manager, what with receiving set sales up 17 per cent, making approximately 9,000,000 sets as this year's estimated sales... L. F. Muter, re-elected as prez... Transradio \$1,700,000 action against NBC, CBS, press associations, et al, was settled out of court... with Transradio emerging with official recognition as a news agency...

Transamerican officially closed its deal with Hearst radio organization... NBC and CBS both revealed size-

able increases for May gross revenue as compared to same month last year... MBS also up... CBS, in accordance with its recent board of director vote, made its two-for-one swap of stock, issuing two shares of new \$2.50 par value for each \$5 share now held...

Developments indicated a record-breaking attendance at NAB convention in Chicago next week with NAB making but one change from the usual routine, that of holding the election of officers on Tuesday instead

(Continued on Page 2)



(Registered U.S. Patent Office)

Vol. 1, No. 88 Mon., June 14, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Merseu, Treasurer and General Manager; Chester B. Babn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk and Verne Bailey, 6425 Hollywood Blvd. Phone Granite 6607.

Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

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FINANCIAL

(Saturday, June 12)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	167 1/4	167	167 1/4	—
Gen. Electric	52 1/4	51 3/4	51 1/2	— 7/8
North American	23	22 3/4	23	—
RCA Common	85	8 1/2	8 1/2	— 1/8
Stewart Warner	18 3/4	18 1/4	18 1/4	— 1/8
Zenith Radio	32 1/4	32 1/4	32 1/4	— 3/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.	15	15	15	—
-----------------	----	----	----	---

OVER THE COUNTER

	Bid	Asked
CBS A	27	28 1/2
CBS B	26 1/2	28
Stromberg Carlson	14	15

Crumit to Emcee Ford Show

Ford Motor Dealers have signed Frank Crumit to emcee the new Universal Rhythm series which makes its debut on the Sunday night spot June 20. Program, to be heard 9-10 p.m. over CBS network, will also feature Richard Bonelli, Alec Templeton, Carolyn Urbanbeck and Rex Chandler's orchestra. N. W. Ayer & Son has the account.

Equipment Firm Changing Name

Name of Motion Picture Lighting & Equipment Corp. will be changed to Charles Ross, Inc. effective July 1.



June 14

Greetings from Radio Daily

to

George Hall Major Edward Bowes
John McCormack Benny Fields
Loretta Lee Marcella Shields
Rowena Williams

★ THE WEEK IN RADIO ★

... Receiving Set Sales Jump

(Continued from Page 1)

of Wednesday... This will see many attendees pulling stakes many hours earlier than usual... webs and independent high-watters are squawking that the NAB has no great interest for them since various happenings the past year... say they would resign but don't want to create wrong impressions about this and that... Ascap situation has the web officials bothered again... figure they are due to take it on the chin... whatever the stations duck, they will cop...

Major film producers and distributors again conferring anent curbing film stars in radio... which will probably never get near enough to first base to steal second... Webs did a little scientific biz on covering the total eclipse of the sun, down under... sports events and special events both continued active as to arrangements for coverage... some exclusive and some open... still seems to be a question of policy with station management on what to do when the op-

position puts on an event it has sewed up exclusive... Bill Shakespear gets a break on CBS beginning July 12 as a sustaining... if commercial, sponsor would probably not like his material at the audition...

Al McCosker, WOR and Mutual official, to be honored Wednesday with a degree from John Marshall College of Law... Federal court in Massachusetts ruled against the plaintiff in an action to stop a hotel playing his phonograph records over the amplifying system in a public room... RCA Victor defended the suit for the hotel... NAB figures on April national biz show an increase of 28.1 per cent over same month in 1936... Songwriters and publishers deadlocked on question of who will do the transcription licensing... publishers hold to their offer of 40 per cent top for general run... Civic group wants time on the air; not being bashful, they will take anything between 7-9 p. m....

New KVI Management

Seattle—Reorganization of Puget Sound Broadcasting Co., Inc., operators of KVI of Tacoma and Seattle, at the annual meeting of the stockholders, resulted in Mrs. Vernice Doernbecher Boulianne being named president and general manager. Other officers are J. T. S. Lyle, vice-president, and Dorothy Doernbecher, secretary and assistant manager. Directors for the year include Mrs. Boulianne, Lyle, Miss Doernbecher, Judge John C. Kendall and Howard Gregory.

Mrs. Boulianne and Miss Doernbecher are daughters of the late Edward M. Doernbecher, president and general manager of Puget Sound Broadcasting Co. since its inception in 1929 until his death in April of this year.

Services for M. D. Smith

Birmingham—Funeral services for Marcellus D. Smith, majority stockholder of the Birmingham Broadcasting Co. and president of its station, WBRC, were held Friday morning. Smith was a pioneer in the development of radio in Alabama. He became interested in WBRC in 1928, some three years after it was founded. Surviving are the widow, one son, one daughter and a brother.

Fitzpatrick Is Proud Uncle

Leo Fitzpatrick, vice-president and general manager of WJR, Detroit, was in New York over the week-end to attend the graduation of his nephew Tom Powell, of San Francisco, from West Point on Saturday and his marriage yesterday. Fitzpatrick was best man at the wedding.

Mutual Passes Up Regatta

Mutual will not cover the Poughkeepsie Regatta on June 22 as previously announced because network cannot clear time on a number of stations.

Quiz's Record Mail

Prof. Quiz received 25,215 letters submitting questions last week, which establishes some kind of a record. The CBS program changes its time from 8:30-9 to 9-9:30 effective July 3.

Amusement Chatter on WNEW

WNEW has effected a tie-up with New York Amusements, whereby Norman Winter, editor and head reviewer, will broadcast reviews every Tuesday at 8-8:15 p.m. starting tomorrow. Program will also feature amusement gossip.

Heatherton for CBS Spot

Ray Heatherton now appearing on Broadway in "Babes in Arms," will replace Buddy Clark on the latter's CBS sustaining broadcasts. Clark, who has gone to the coast for films, will not be heard on the air from the coast according to present plans.

Palmolive to Continue

Colgate-Palmolive-Peet, sponsor of Palmolive's "Beauty Box Theater" with Jessica Dragonette, Charles Kullman and Al Goodman's orchestra, heard Wednesday nights over CBS network, will continue the program through the summer. Benton & Bowles is the agency.

McKesson-Robbins Adds WEA

McKesson & Robbins Inc. (Calox tooth powder) today will add WEA to its network of WNAC, Boston, WTIC, Hartford and WTAG, Worcester. Program "Girl Interne," is heard Mondays through Fridays, 2:45-3 p.m. Brown & Tarcher Inc. is the agency.

Ralph Kirbery on Vacation

After 72 continuous weeks of broadcasting for Thomas J. Lipton Inc. over NBC, Ralph Kirbery (The Dream Singer) leaves today in his airplane for a summer vacation.

COMING and GOING

MAJOR LENNOX R. LOHR, NBC president, has returned east from the coast.

FIBBER McGEE and MOLLY return to Chicago this week from Hollywood.

GARDNER COWLES, owner of KRNT, Des Moines, and LUTHER HILL, station manager, are in town for a few days.

JOHN THORWALD, managing director of WRR, Dallas municipal station, now the Mutual outlet, is touring the midwest looking over the latest studio installations, business and production setups. He will take in the NAB meet in Chi.

WILLIAM A. SCHUDT, Jr., general manager of WBT, Charlotte, will take in the NAB meet and Braddock-Louis fight in Chicago next week.

LEONARD BUSH, vice-president of Compton Advertising Inc., leaves for the west coast late this week. Will be away from the New York office until about July 20.

JOHN F. PATT, vice-president and general manager of WGAR, Cleveland, arrives back at his desk this week after a Bermuda vacation.

JOHN McNAMARA, program manager of WBZ, Boston, sails June 19 for Europe aboard the Transylvania.

EDWARD MacHUGH ("Gospel Singer") arrives in Chicago today to take up residence there while broadcasting for Proctor & Gamble.

JACK JENNY and the wife, KAY THOMPSON, leave June 26 for Bermuda to be away two months.

MR. and MRS. DAVID J. WOLPER left Saturday for Bermuda on the Queen of Bermuda and will remain on their honeymoon for one month.

ROCCO VCCCO of the Warner music firms left Friday for Hollywood and will return with BUDDY MORRIS in two weeks.

EDITH LORAND, orchestra leader and violinist, sailed Saturday for Europe to give a series of air concerts there.

MAURICE SIGLER and ARTHUR JOHNSON, songwriters for Gaumont-British, also sailed Saturday on the Champlain.

BENAY VENUTA flew to Chicago yesterday to fulfill an engagement at the Drake Hotel there and will then rejoin her husband, Dr. Kenneth Kelley, in San Francisco.

THOMAS L. THOMAS and NADINE CONNER will leave New York immediately after their July 1 "Show Boat" airing for Hollywood, where the future shows will emanate.

B. S. MOSS returns today on the Normandie from England abroad.

JOHN SHEPARD 3rd, president of Yankee and Colonial networks, will go to the NAB Convention in Chicago.

MARIO COZZI, NBC baritone, was in Cleveland on Saturday and yesterday to appear as a feature of the Exposition's Metal Day.

GIORGIO POLACCO, maestro; GIACOMO RIMINI, baritone, with his wife, ROSA RAISA, and maestro GIUSEPPE STURANI, all of the Metropolitan, sailed Saturday for Italy.

BILL HOPPE, sales manager of World Broadcasting System, back from week-end at West Point, where he rated a salute with the rest of the alumni in attendance. Hoppes emerged a shavetail from the military academy 10 years ago.

IT IS COSTING ME

\$10⁰⁰

TO INVITE YOU TO LISTEN
TO MY SUSTAINING PRO-
GRAM TODAY—3-3:30

(EDST)

WABC—COLUMBIA
NETWORK

COLONEL JACK MAJOR

40-HR. WEEK, PAY BOOST GIVEN TO WMCA STAFF

(Continued from Page 1)
crease his salary by at least 20 per cent.

Two weeks vacation with full pay is provided for employees who have been with the station a year or more. Two weeks full pay in event of sickness and two weeks notice in event of discharge also are in the agreement.

The Radio Announcers Guild represented the employees in the negotiations.

Roy S. Langham of the AGRAP issued the following statement in behalf of the guild regarding the WMCA agreement:

"The agreement is the result of negotiations by and is made with the WMCA chapter of AGRAP. It provides, in effect, for a \$42 a week minimum scale, which is the highest minimum for any station of WMCA's size in the country. In effect, the five-day week is the same as that at CBS in that announcers are allowed to work more than five days if commercial commitments require. The agreement is only temporary until Jan. 1, 1938, and is designed to tide over the period of absence on vacations of station executives."

Attendance Over 750 Expected at NAB Meet

(Continued from Page 1)

bert V. Akerberg, Arthur Hayes, Arthur Kemp, Howard Meighan, Edwin S. Reynolds, John G. (Jap) Gude, Lincoln Dellar and Harry C. Butcher.

NBC — Frank Mason, Reginald M. Brophy, Clay Morgan, E. P. H. James, Alfred H. Morton, Lloyd Egner, Frank Chizzini, A. L. Ashby, Keith Kiggins, Jesse Butcher, Gus Reininger, Robert W. Friedheim, C. W. Horn, Otto Brandt, Sheldon B. Hickox, Jr., J. Richard Anderson, Lee Wailes and Reginald Thomas.

WOR-Mutual — Alfred J. McCosker, Theodore Streibert, Fred Weber, and G. W. (Johnny) Johnstone.

WRC-WMAL — Frank M. Russell, Kenneth M. Berkeley.

WTAM — Vernon H. Pribble.

WGY — Kolin Hager.

WBZ-WBZA — John A. Holman.

KYW — Leslie Joy.

KOA — A. E. Nelson.

KDKA — Harry A. Woodman.

Dor Lee network — Lewis A. Weiss.

KFRC — Wilbur Eichelberg.

WMCA — Bertram Lebar Jr.

WBT — William A. Schudt, Jr.

WRR — John Thorwald.

WNOX — Robert Westergaard.

Scripps-Howard Radio — Jack Howard,

J. C. Hanrahan.

New York State Broadcasting System

— Burt Squire.

Hearst Radio — Edwin M. Spence, manager of WBAL, will be the official representative.

Free & Peters — H. Preston Peters, Russell Woodward.

Edward Petry & Co. — Edward Petry, Henry Christal.

Weed & Co. — Joseph Weed.

Transamerican Broadcasting & Television Corp. — John L. Clark, Emanuel Rosenberg, Virgil Reiter.

Paul H. Raymer Co. — Paul H. Raymer, Fred Brokaw, Peirce Romaine.

Ferguson & Aston — Seaton Wasser, James Wade.

John Blair & Co. — Murray Grabhorn.

Transradio — Herbert Moore, Turner Parkinson.

United Press — Edward M. Williams, Tom Curran, Webb Artz, Jack Bisco, Alfred Harrison.

International News Service — Walter E. Moss.

World Broadcasting System — Percy L. Deutsch, William Hoppes.

NEW PROGRAMS—IDEAS

WGAR Interviews Graduates

WGAR, Cleveland, is pulling a novel interview series. Four colleges and universities of the city had commencements between June 5 and June 20.

Announcers Carl George and Graves Taylor took the station's 100-watt short wave transmitter to each of the schools and interviewed in each case representative seniors and the president of each institution. Questions asked dealt with what the student had gotten from his four years of college, what specialized courses had he pursued, whether or not he had a job and what would he say about his school during a one-minute period. Results were excellent and interesting.

WGAR "Vox Pop Jr." Renewed

Cleveland — After leaving the air for the summer due to seasonal demand for its product, Curtiss Candy Co. renewed its "Vox Pop Jr." on WGAR through the summer on a once weekly basis. Action was prompted by the fact that two other companies were after the program, which was originated last summer by John F. Pratt, g.m. of WGAR. Regular series will be resumed in the Fall.

Three New Programs on KFOX

Three new programs of general interest to all listeners have been initiated on KFOX, Long Beach, Cal., by Hal Nichols, head of the station. "Cabbages and Kings," short conversational scripts of unusual projects

Ascaph Sues to Enjoin Recent Nebraska Law

Lincoln — Suit in behalf of Ascaph has been filed in federal district court here by Dean L. J. TePoel of the Creighton University law school seeking to enjoin enforcement of the law passed in the recent legislature banning Ascaph from Nebraska.

NBC Personnel Additions

Ashton Dann has been added to the NBC personnel department, and E. J. Miller, former Rockefeller Centre, Inc., employee, is now on the NBC engineer maintenance staff.

Conquest Alliance Co. — Clarence Verner Jr., Allen Wilson.

Associated Music Publishers — M. E. Tompkins.

Colonial and Yankce Networks — John Shepard 3rd.

Street & Finney — Edythe Melrose.

Batten, Barton, Durstine & Osborn — Arthur Pryor Jr., C. E. (Ned) Midgley Jr.

Young & Rubicam — Jack Latham.

Ruthrauff & Ryan — Elizabeth Black.

WJR — Leo Fitzpatrick, G. A. Richards.

WGAR — John Patt.

KOIN — C. W. Myers.

WBAP — Harold Hough.

WHK — WJAY — H. K. Carpenter.

WSM — Edward Craig, John H. DeWitt Jr.

KMBC — Arthur Church.

WFAA — Martin Campbell.

WOW — John J. Gillen Jr.

WGR-WKBW — Lewis H. Avery.

WTMV — William H. West, Woody Kloss.

FCC — Judge Eugene O. Sykes.

Radio attorneys — P. J. Hennessy Jr.

and personalities adapted from items in Look magazine, is aired Monday and Wednesday mornings at 10, featuring Foster Rucker and Frank B. Goss.

"Inside Stuff From Hollywood" brings movietown gossip to the air each Tuesday and Thursday at 10 a. m. Items are adapted from Liberty magazine.

"Stamp Man" will appear Tuesday, Thursday and Saturday evenings at 7:15 in a program claimed to be one of the most fascinating on the air. General hints on stamp collecting, stories behind stamps, romance of the hobby, adventures in world history, are all found in this philately feature which appeals to the novice collector, the seasoned veteran, and rank outsiders who don't know a perforation gauge from a watermark detector.

KOBH Gives Staff a Chance

In a new series of studio programs started last week, members of the staff of KOBH, Rapid City, S. D., are given a chance to show their other talents. Initial program had Program Director Archie Hall doing a bit of Hamlet, while Frank (Traffic Cop) Crilly crooned, Kathryn Walpole vocalized, and various others contributed selections.

Another newly inaugurated KOBH program is "Animal Crackers," designed to appeal to children, with Adalyn Hall as narrator in the role of Gretchen Goose. Archie Hall writes and directs the show.

Mathes, Inc. Re-Appointed On Milk Campaign

New York State Bureau of Milk Publicity has re-appointed J. M. Mathes Inc. to handle its advertising campaign. Legislature has increased the appropriation to \$300,000 which will be spent for spot announcements on 18 radio stations and a large list of newspapers. Charles O'Donnell is the account executive.

Stuart Gracey in NBC Series

A new sustaining series featuring Stuart Gracey, baritone, premieres Thursday at 2:30 p.m. over the NBC-Blue network.

Star Radio Signs CJAT

CJAT, Trail, B. C., has been signed by Star Radio Programs for the "Morning Bulletin Board." Star is now supplying eight Canadian provinces with its syndicated scripts.

WHBC, Canton, O., has added the "Bulletin Board" to its service from Star Radio.

C. P. MacGREGOR Hollywood

AT the CONVENTION
Room 423
Sherman Hotel

PROMOTIONAL DISPLAY IS ADDED TO NAB MEET

(Continued from Page 1)

display as possible, the NAB sent a memorandum to all station representatives, networks, agencies and members requesting that material should arrive at Chicago on or before tomorrow. Meanwhile it was learned that interest in convention activity is growing more acute and, according to NAB here it is expected attendance will set a record.

KSTP Vocational Series Becoming School Courses

(Continued from Page 1)

for the opening of the Fall season of the schools, will be completely prepared and in outline form for presentation to the departments of education of Minneapolis and St. Paul late this Summer when curricula for the coming year are mapped out.

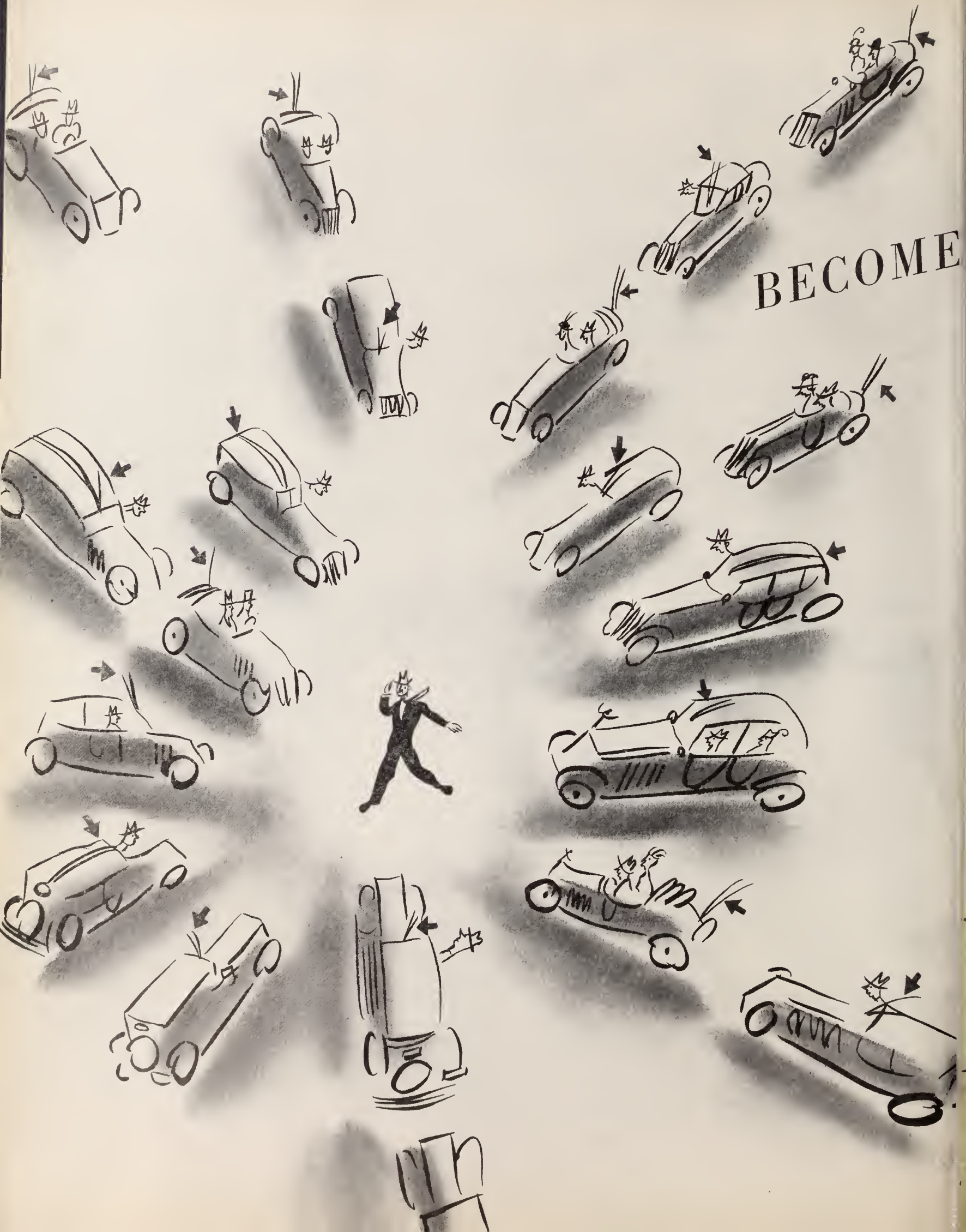
The programs handled by Thomas D. Rishworth, the station's educational director, and aired in the nature of round-table discussions between school children and professional and educational leaders, were one broadcast old when the National Youth Administration for Minnesota volunteered to participate and aid in the future preparation of the programs.

NYA, in addition to helping in lining up professional leaders for the casts, has blanketed the state with publicity on the series, the first story bringing the station front-page publicity in more than 100 papers of the state.

Present experimental series, which will run through graduation time, is a realistic treatment of the job situation, with an industrial leader or professional man interviewed by three youths on the particular merits or demerits of that field. This series is designed for young men and women who cannot continue their educations but who must find work at once.

The new Fall series will be planned for youths who will continue their educations but are not yet "sold" on what field to enter. They will learn from the series the status of every profession today.

★ ★ ★ ★ ★ ★ ★ ★
RAY
MIDDLETON ★ ★
Now Appearing
NEW CHASE AND SANBORN SERIES ★
★
★ UNDER CONTRACT ★
★ TO ★
★ PARAMOUNT PICTURES ★
★ Management ★
★ COLUMBIA CONCERTS CORP. ★
★ OF COLUMBIA BROADCASTING SYSTEM ★
★ ★ ★ ★ ★ ★ ★ ★



YOUR OWN RADIO STATISTICIAN

Next time you're stymied in traffic, look before you leap. Count the new cars with "outside" radio antennas. You'll need an adding-machine before you're through. There are now 5,000,000 automobile-radio families in the United States; one for every five passenger cars. The percentage, of course, is much higher among new car owners: the richest advertising market in the world! But it's just one of radio's many "bonus" and point-of-use markets.

RADIO IN 1937, published by Columbia, shows how radios on the road have *tripled* since July, 1934. It also gives the who, when, where and how of "at home" listening. Everybody knows "everybody" listens. RADIO IN 1937 gives exact figures. Write Columbia for details.

THE COLUMBIA BROADCASTING SYSTEM

★ F. C. C. ★ ACTIVITIES

APPLICATIONS RECEIVED

Four Lakes Broadcasting Co., Madison, Wis. CP for new station. 830 kc., 100 watts, daytime.

Larry Rhine, San Francisco. CP for new station. 980 kc., 250 watts, daytime.

HEARINGS SCHEDULED

June 14: WBZA, Springfield, Mass. CP for change in frequency and hours of operation to 550 kc., unlimited, 1 KW.

June 15: Robert E. Clements, Huntington Park, Cal. CP for new station. 1160 kc., 250 watts, daytime.

Key City Broadcasting Co., Kankakee, Ill. CP for new station. 1500 kc., 100 watts, unlimited.

Robert Raymond McCulla, Oak Park, Ill. CP for new station. 1500 kc., 100 watts, daytime.

Earle Yates, Las Cruces, N. M. CP for new station. 930 kc., 500 watts, daytime.

June 16: El Paso Broadcasting Co., El Paso. CP for new station. 940 kc., 1 KW., unlimited.

World Publishing Co., Tulsa. CP for new station. 940 kc., 1 KW., 5 KW. LS., unlimited.

KGKL, San Angelo, Tex. CP for change in frequency and power. 940 kc., 1 KW., 5 KW. LS., unlimited.

Tribune Co., Tampa. CP for new station. 940 kc., 1 KW., 5 KW. LS., unlimited.

Hickory Broadcasting Co., Hickory, N. C. CP for new station. 1370 kc., 100 watts, daytime.

June 17: WKBH, La Cross, Wis. Auth. to transfer control of corp. to Harry Dahl and renewal of lic. 1380 kc., 1 KW., unlimited.

June 18: Clark Standiford, L. S. Coburn & A. C. Sidner, Fremont, Neb. CP for new station. 1370 kc., 100 watts, unlimited.

J. K. Patrick & Co., Athens, Ga. CP for new station. 1310 kc., 100 watts, 250 watts LS., unlimited.

Geo. W. Taylor Co., Inc., Williamson, W. Va. CP for new station. 1370 kc., 100 watts, daytime.

June 28: Earl Weir, St. Petersburg. CP for new station. 1370 kc., 100 watts, unlimited.

L. L. Coryell & Son, Lincoln. CP for new station. 1450 kc., 250 watts, 1 KW. LS., unlimited.

KCMO, Kansas City. CP for change in frequency and power. 1450 kc., 1 KW., unlimited.

KFOR, Lincoln. CP for change in frequency and power. 1450 kc., 1 KW., 5 KW. LS., unlimited.

KRE, Berkeley, Cal. CP for change in frequency and power. 1440 kc., 500 watts, 1 KW. LS., unlimited.

July 1: Fall River Herald News Publishing Co., Fall River. CP for new station. 1212 kc., 100 watts, 250 watts LS., unlimited.

July 2: Centennial Broadcasting Corp., Dallas. CP for new station. 1500 kc., 100 watts, daytime.

William F. Maag, Jr., Youngstown. CP for new station. 1420 kc., 100 watts, daytime.

Colonial Network, Inc., Providence. CP for new station. 720 kc., 1 KW., Ltd., daytime.

Geraldine Alberghane, Pawtucket, R. I. CP for new station. 720 kc., 1 KW., daytime.

**FRANK
DEGEZ**
CUSTOM CLOTHES

46 WEST 48 ST.
NEW YORK

BR yant 9-9746

Outfitter to some of the best Radio Bands on the air—Finest of imported materials with the finest of tailoring plus correctness of style. Priced from \$65 up.



● ● ● Johnny Trotter, formerly with Hal Kemp's band, has been named successor to Jimmy Dorsey on the Bing Crosby show—and will also become head of the coast's CBS music dept.... Dorsey will be in New York at a hotel spot—one block away from Brother Tommy.... Floyd Gibbons has had his contract renewed as of July 8.... Sealtest show will come from Cleveland July 11.... Bunny Berigan opens at the Pavilion Royal on July 8 and will remain there until Sept. 11.... Buddy Morris is fully recovered and will be back on the job within two weeks.... Lennie Hayton's dad is very ill.... Harry Gray becomes musical director for Republic Pictures.... Woody Herman replaces Art Shaw the 24th at the Willows in Pittsburgh.... Bettie Glenn has resigned from Publicity Associates to make her job as Mrs. Jack Fraser a full-time affair.

● ● ● To Billy Pooler, red-haired office boy of KSTP, St. Paul, goes the honor of perhaps being the first slavey to speak at a luncheon meeting of big execs.... Billy was conscripted for the job of addressing the Rotary Club of St. Paul by Stanley E. Hubbard, prexy and general manager of the station, when a U. of Minn. speaker failed to show up for a scheduled take before the big-wigs.... Hubbard walked out of the meeting, grabbed Billy in the hotel lobby, hauled him before the audience and said "Talk".... Billy, once on the station's kiddie programs, talked for nearly an hour and the big boys listened.... A group of WINS artists will entertain the blind tonight at the "Lighthouse" on East 59th St.... Announcer Martin Weldon will emcee the show.

● ● ● Jean Sablon, the NBC French singer, will become a permanent feature on "Magic Key" after the July 4 airing.... Benton & Bowles have bought time on NBC starting July 16, at 9-10 p. m., and will air a comedy show from the coast—splitting the time between two clients.... until Jack Haley starts for Log Cabin in Oct.... Frank Novak auditions this week for a thrice-weekly NBC show (now on the air) with a band.... Miriam Graham auditions on NBC Wednesday.... Jerry Cooper has sent for Joan Mitchell to come to Hollywood—so she must be there by this edition.... Milton Berle's gagster, Irving Brecker, will delay his trek to Warner Brothers and Mervyn Le Roy—to write the next "Ziegfeld Follies" for Harry Kaufman.... "New Faces," the Berle-Joe Penner flicker, will play Chicago in July—and on the stage and "In Person" will be Henny Youngman—who hopes that Berle is so good that the picture and HE will be held over another week!

● ● ● KDYL, Salt Lake City, obtained a scoop on the finding of the cracked-up Western Air Express luxury liner, missing since December 15, on Lonely Mountain peak about 25 miles south of Salt Lake City.... Within a half hour after discovery of the plane, a KDYL crew arrived at the scene with a truck especially equipped with a short-wave transmitter.... Myron Fox, station announcer, climbed the peak, packing a mike and equipment, thus shortly relaying a first-hand description of the wreckage, most of which was still buried in 50-foot snow banks.... The two men who first uncovered the debris were interviewed later in the day at the station's studios.... Sam Taub will again be at the WHN mikes tonight to give a word-painting of the bout between the lightweight boxers Eddie Brink and Roxy Berger.

● ● ● Passengers on the Conte di Savoia sat in their cabins Saturday at 2 p. m., as the ship steamed out to sea, and heard their voices in gang-plank interviews broadcast over WMCA.... Using special portable recording apparatus, WMCA recorded the interviews just before sailing, and later the record was broadcast.... WMCA prexy Donald Flamm was among the passengers.

ORCHESTRAS MUSIC

NORMAN CLOUTIER, ork conductor, recently of Hartford, is now with the Radio City music division of NBC.

Lebert Lombardo, of the Lombardo band, will be married today to Helen P. Healey, Bradford, Pa., at St. Patrick's Cathedral. Maurice Gaffney, CBS director of trade news division, is married to the bride's sister.

Blue Barron and ork, featured at the Southern Tavern, Cleveland, and aired via WTAM and the NBC Network for the past nine months, open at Pittsburgh's Westview Park today. Deal was set by CRA.

Orchestra of Bud Wallen & Co., formerly featured over KFJR, Bismarck, N. D., is now heard over KOBH, Rapid City. Vocalizing is by Bud Wallen, Harry and Jack Turner and Cy Monley, aided and abetted by Oley Gunderson.

Johnny Hamp and ork are added to the list of dance bands now airing weekly over WHN through the WLW Line. They're ethered Thursday eves, from Cincinnati.

Morton Gould is in the throes of musical composition. He's writing a symphony for Stokowski.

Frank Foti and the Bridgeport Symphony Orchestra are marked for two WICC Casts Wednesday with one of a series programmed at 2:15 p. m. and a portion of a public "pop" concert at Central High School broadcast at 9:15 p. m.

Robert Emmet Dolan, maestro of the NBC Sunday Night Party, is moving to Greenwich, Conn., for the Summer. One of his neighbors will be Walter O'Keefe, who was born in Dolan's home town, Hartford.

Barney Rapp, long missing from the New York air waves, returns via WHN Thursday evenings from Cincinnati.

Leslie Brooks Promoted
Jackson, Tenn. — Leslie Brooks, WTJS announcer, has been promoted to studio director.

ONE MINUTE INTERVIEW

BEN GREENE

"All outstanding radio performers have been helped to their success by recordings. Mistakes show up for what they are and no yes man can talk an artist out of the belief that he's been wrong when that error exists recorded for all the world to hear. Radio artists know that and appreciate it."

WITH THE ★ WOMEN ★

By ADELE ALLERHAND

VAUGHN DE LEATH, radio's trail blazer, believes the rewards are not for the pathfinder...Started with De Forest 17 years ago, before there were broadcasting stations...Everything was experimental and the audiences were amateurs and ships at sea...Still loses her breath when she views Radio City and the other symbols of radio's amazing growth...Believes that although it's out of swaddling clothes it's still only a precocious child...That the level of entertainment is being slowly raised because of audience demand...Also that it would benefit by more courage in innovation and less imitativeness...Prefers to work in intimate type of program, featuring sidelights and vignettes, the kind of thing she does best...Wishes people wouldn't think she's off the air because her program which airs over the Western NBC-Blue Network has no New York outlet...Is busy making recordings, featuring her own arrangements, and composing songs, many of which are being published...Would love to conduct an orchestra, into which she'd like to inject the same punch and nuances of interpretation she gets into her ditties...

Elsie Mae Gordon scored the other day when, while auditioning "The Audition," she made the hired help weep...She'll go Ruth Draper June 26 when she's scheduled to present monologues for a women's club in Atlantic City...Jack and Loretta Clemens have just finished a fortnight's birthday celebration...They have natal days within a week of each other...Gov. Alfred of Texas to-day expresses his appreciation of Kathryn Craven's efforts in behalf of the Pan-American Exposition by going Winchell...He's sending orchids from the Mexican jungles by plane....

Julia Lowry, WIS, Columbia, S. C., reception sec will march up an aisle to the strains of "Lohengrin" June 19...Maybelle Hinton, WBRY's continuity chief and femme "Lord High Everything Else," after several days spent in New York, has left for Mt. Holyoke to attend a class reunion...Rita Johnson, formerly of the NBC "True Story of Human Relations" cast, has been signed by M-G-M to complete the late Jean Harlow picture "Sarotoga." Film is being rewritten to fit Miss Johnson...



"Hollywood Hotel"

Illness of Lew Fields again deprived "Hollywood Hotel" of broadcasting Weber and Fields last Friday night over CBS. So the gang of celebs who had foregathered in the studio to pay homage to the famous comedy duo chipped in some of their talents and aired a choice batch of entertainment in tribute to the veterans, who were listening in. George Jessel, Gus Edwards, Al Jolson, the Marx Brothers and others joined in with Jerry Cooper, Igor Gorin, Frances Langford and the rest of the regular "Hotel" cast to put on a sparkling show.

Jessel handled the emceeing expertly. Jolson did a song specialty and engaged in some fast repartee with Jessel. The Marx trio, assisted by Margaret Dumont, Alan Jones, Maureen O'Sullivan, etc., in bits from their career and their new film, "A Day at the Races," took up most of the second half of the hour. The comedy excerpts from the film, performed by Groucho and Chico, were quite good.

Raymond Paige's orchestra did its usual swell job musically.

Vallee's Varieties

Doc Rockwell was easily the comedy highlight of last Thursday evening's Rudy Vallee show over the NBC-Red network. He stole the show from Joe Laurie Jr., whose

sentimental humor wasn't anywhere near as good as the previous week. Rockwell has the qualifications for a sock radio comedian. Burgess Meredith scored in a dramatic skit. When radio drama comes into its own, Meredith is one actor who can be at the top in it.

"Show Boat"

Lillian Gish, last Thursday's guest of Lanny Ross on "Show Boat," displayed talent as a comedienne as well as in the Sir James Barrie drama, "Quality Street." Miss Gish is another of those gifted actresses whose radio appearances are all too few.

"Today I Am a Poet"

As a novelty program, this new WHN series at 10-10:15 p.m. Fridays has various angles of interest and entertainment. The participants are amateur poets, who submit verses and then are called upon to read them before the mike, despite the inevitable mixed quality of the poetic efforts as evidenced on the first broadcast. Each amateur poet, before reading his verse, is required to spiel off a limerick for which he has supplied the last line. The commentator also asks the tyro poets some personal questions about themselves.

Audience vote determines each week's best poem, for which the author gets \$10 cash prize.

Filming KCKN Shows

Kansas City, Kas. — Outstanding KCKN programs will be filmed as a feature of a sound picture being made here with local talent, under sponsorship of Fox Kansas Theaters Co. in cooperation with KCKN and the Kansas City Kansan newspaper. General Film Corp. is producing the film, with James De Camp as director. Karl Willis, KCKN program director, is tentatively set for the lead.

David Banks Joins WTJS

Jackson, Tenn.—David Banks, formerly of KARK, Little Rock, has joined WTJS here as publicity director and announcer. While attending Ark. State College, Banks was connected with KBTM, Jonesboro.

WOR Revue is Revised

"Spotlight Revue," now heard over WOR every Monday at 3-3:30 p.m., will change its title today to "Stardust Revue," and will feature Rose Marie, the former child star, with Benny Davis emceeing the show.

Alice Frost With O'Keefe

Alice Frost will be chief stooge for Walter O'Keefe when he takes over Fred Allen's spot in "Town Hall Tonight" over NBC-Red network on July 7.

KFVD Power Boosted

Los Angeles—KFVD's increase in power from 250 to 1,000 watts recently went into effect, along with completion of a new 250-foot quarter wave vertical radiator. A Western Electric 304-A transmitter is used.

James K. Brown, former Don Lee System recording engineer, has been added to the staff under James H. Brown, chief engineer. They are not related.

Hopkins Made WRR Sales Head

Dallas—Phil Hopkins, sports commentator and newscaster at WRR, has been appointed sales and merchandising manager of the station by John Thorwald, managing director. Hopkins will continue his duties as news editor and commentator. His turf program, nearly four years old, is one of the first of its kind.

New WMCA Series

"Dream Boat," featuring organ and soloists, is a new WMCA mid-night show on Sundays and Fridays at 12-12:30 a.m. Jack Ward is at the organ, with John Early and Frances Saunders as soloists on Sunday and Bob Parker and Rita Whiteman vocalizing Friday.

Harriet Brent, contralto, also is now being heard Monday nights at 7:15 with Carl Fenton's orchestra.

GUEST-ING

LESLIE HOWARD and COLIN CLIVE, in "Monsieur Beaucaire," on Lux Radio Theater, June 21 (CBS, 9 p.m.).

MITZI GREEN, on "For Men Only" program, tonight (WHN, 8:30 p.m.).

ALINE MacMAHON, on Sealtest Party, June 20 (NBC-Red, 10 p.m.).

IRENE RICH, interviewed by Nellie Revell, tomorrow (NBC-Red, 5 p.m.).

PATSY KELLY, on Jack Eigen program, tomorrow (WMCA, 9:30 p.m.).

CORNELIA OTIS SKINNER, on "Show Boat," June 17 (NBC-Red, 9 p.m.).

Jewish-English Shows Bringing Good Results

Three of the leading makers of so-called Jewish products who have concentrated a large part of their advertising in Jewish programs, delivered in English, over WMCA, report very good results.

Companies are I. Rokeach & Sons, world's largest makers of Kosher food and household products, which has been on WMCA for six years with a variety show; Horowitz-Margareten, second in the matzoth industry, presenting community singing for the same length of time, and Zion National Kosher Sausage Co., presented a serial for the past two years.

Programs have been prepared and produced by Advertisers Broadcasting Co., with the idea of interesting the younger generation as well as the old. Many leading American advertisers also have gone in for the policy.

AD AGENCIES

CHARLES GRAKELOW was re-elected to succeed himself as president of the Poor Richard Club, Philadelphia group of admen.

WESLEY A. GILMAN, vice-president of N. W. Ayer & Son, Inc., was elected to the board of directors of the Automobile Club of Philadelphia, A.A.A., at its annual meeting. He is also a director of the St. Davids Country Club and a member of the Union League.

BARRY MCKINLEY

Griffin "ALL-Wite"
Tie Toe Review

Management

NBC Artists' Service

Personal Representative

James L. Saphier



★ Coast-to-Coast ★



MAJOR LENNOX LOHR came to Hollywood and returned to New York without making a decision on the site for the new NBC studios. With Don Gilman, in charge on the coast, he visited sites under consideration, has a picture of them in his mind, and is to make his decision in New York. The Sunset and Vine site, near the new CBS studios, and the site across from the new KMTR studios were among the possibilities mentioned.

George Hamilton's ork, reopening the Florentine Room at the Beverly-Wilshire, will remote nightly except Mondays over KNX and the CBS Coast net.

KMTR has signed to air the Hollywood American Legion fights Friday nights. To get the crowd color and comments from the movie and other celebrities who attend, they will use portable mike on the floor between rounds.

Al Pearce and his Gang will start broadcasting from Hollywood July 6.

Edward Everett Horton was on Elza Shaller's NBC interview series Saturday. Hedda Hopper set for June 18, Bobby Breen for June 25.

Fibber McGee and Holly will finish their Coast airings tonight and return to Chicago.

Hal Berger, scripter on KHJ's "In Laws," is building a \$25,000 home in the San Fernando Valley.

Gertrude G. Frashen and Jeanette Andring, execs from the New York office of Midwest Recording, are here for a short stay.

Dr. Mark L. Gerstle Jr., son of the president of Associated Cinema Studios, and George D. Roberts, director in the organization, are down from San Francisco for the week.

CBS sent a mystery audition program to New York last week, with potential sponsor and agency unnamed. Program titled, "Thar She Blows."

Gertrude Niesen is getting some relaxation via deep-sea fishing off Catalina Island before starting work as vocal star of the new Richfield Oil air series starting June 30 on NBC with Olsen and Johnson as comedy stars.

TOM HUSSEY, announcer at WNAC-WAAB, Boston, took the fatal step Saturday, with Margaret Hutchinson. They plan a Nova Scotia trip later.

Leonard Kapner, manager of WCAE, Pittsburgh, gets back from a coast vacation this week. **Betty Wills**, head of the station's traffic staff, is Chicago-bound on her vacation.

Hugh Shields, back from Indiana, resumes his schedule on WICC, Bridgeport, June 28.

Larry and Sue, harmony duo, replace **Spic and Span**, comedy team, on WHN, Monday to Friday.

Park Avenue Hillbillies, with **Harry Ford**, heard over WTMJ, Milwaukee, now have a sponsor—the Air Conditioning & Refrigeration Institute.

Merrill Bennion is conducting the weekly broadcasts of the **Community Sing** from an open-air pavilion at Liberty Park, Salt Lake City, over KDYL.

Wage increases of 2 to 11 cents an hour have been granted at the plant of the United American Bosch Corp., Springfield, Mass.

SAN FRANCISCO

General Mills, for "Wheaties," planed **Art Gleason** from L. A. here to take over announcing the Pacific Coast League baseball games and re-creations for **Herb Allen**, sick.

Ward Ingram, KFRC sales manager, off on a short vacation.

George Tolin, KYA mikeman, drew the announcing sked for the six-day bike races which started Wednesday night.

NBC auditioning **Lois Clark**, **Paul Pendarvis** ork's canary, and **Zella Layne**, to find a vocalist to fill **Jeane Cowan**'s shoes. Lucky singer will fall into several shows, among them **Meredith Willson**'s transcontinental.

"Contrasts," Mutual's variety show here, got a studio audience Saturday. Two new singers on show—**Bill Mercer** and **Frances Dale**.

KANSAS CITY

Dick Sheidker of the KXBY continuity staff has resigned to go to the coast.

John Frank, formerly of WDAF and now doing dramatic work for NBC in Chicago, was a visitor here last week.

Dan Paul, WDAF announcer, to St. Louis on vacation.

Virginia Wallace has taken over the KCKN publicity work due to **E. E. Horton**, publicity director, doing daily air programs besides his daily newspaper radio column.

WBT bits: **Clair Shadwell**, maestro of the "Musical Clock," is vacationing at **Pawley's Island**, S. C. **Lee Kirby** is filling in. **Reginald Allen**, announcer and **Esso** newscaster, has returned from his up east vacation, during which **Caldwell Cline** subbed. **Dewey H. Long**, sales manager, has been on a trek to **Chattanooga**, **Knoxville** and **Atlanta**.

Chauncey Parsons ("Your Singing Neighbor"), recently of Hollywood, has started a new thrice-weekly program over **WFAA**, Dallas, for **Mercantile National Bank**, **Ratliffe Advertising Agency** has the account.

Major Bowes has an amateur unit in the **Magnolia Show** at the **Dallas Exposition**.

Miriam Lax and **Leo Timmans** will be featured in "Serenade at Nine" presented by the **Radio Division** of the **WPA** over **WMCA** tomorrow at 9 p.m. **Karl Schulz** directs the program.

Bob Maguire, newsman at **WICC** Bridgeport, was given a bachelor party send-off last week.

Sid Goluboff has resumed his "Listeners' Nightmare" burlesque of air headlines on **WELI**, New Haven, with discontinuance of "First Offender" for the summer.

PHILADELPHIA

WIP's tennis team has arranged a match with **WFIL** for the championship of local radio row. **WIP** team includes **Murray Arnold**, **Helen Kiley**, **James Allen** and **Betty Vanneman**. **WFIL** has **Joe Connelly**, **Al Stevens** and others.

Christine Murdoch Kendrick, **WIP** songstress, has married **Dr. Craig Wright Muckle**.

Music used on the European tour of the **Philadelphia Ballet**, directed by **Catherine Littlefield**, was orchestrated by **Albert Boss**, staff saxophonist of the **WIP** studio orchestra.

Three members of **Clarence Fuhrman**'s studio band at **WIP** leave the station June 25, having accepted outside summer engagements. **Milton Schatz**, saxophone and clarinet, and bass fiddler **Burt Allen** leave for the **Beavertail Country Club**, **Jamestown**, R. I. **Pianist John Carlin** goes to the exclusive **Watch Hill** colony, near **Newport**, R. I. Replacements filled by **Gabriel Gelinis**, former **NBC** staff saxophonist; and pianist **Lou Hirschorn** and bass fiddler **Jack Gorodetzer**, formerly with the **Roxy-Mastbaum Theater** orchestra.

Wayne Cody, **WFIL** juve entertainer, is reviving an old ditty from his former vaudeville routine, "The Wedding of the Clocks."

An extensive radio program is planned by **Mrs. Gertrude Sharkey**, who has assumed command of the local **Federal Theater** project.

EUGENE F. McDONALD JR., president of **Zenith Radio**, took members of the **Radio Manufacturers Ass'n** for a cruise on **Lake Michigan** in his yacht the **Mizpah** at conclusion of convention here.

Uncle Ezra (**Pat Barrett**) put on a complete **WLS** **Barn Dance** show at the **June Farm Frolic** of the **Chicago Federated Advertising club** at the **Sherman hotel** on Friday.

Alice Patton, featured in **NBC**'s "Backstage Wife" and a **Chicago** socialite, has announced her engagement to **W. Hatfield Smith** of **LaSalle Street**. They'll be married **Aug. 20** and she will continue her radio work.

Jay Sims has joined the **WBBM-CBS** announcing staff. He came from **Hollywood**.

John Mathay, production man, has moved from **NBC** to **WBBM-CBS**.

Marget Heckle and **Neel Keehn** have moved up from **Kansas City** to play the leads in **WBBM**'s new "Across the Dinner Table" for **Household Finance**. **Henry Klein** of **BBD&O** is producing the series.

Edward McHugh, the **Gospel Singer**, arrived Friday to begin his **Procter & Gamble** series from here today.

Joe Tinker of **Tinker-to-Evers-to-Chance** fame here for a month of baseball broadcasting on **WJJD** with **John Harrington** for **Kelloggs**.

Maria Matyas, **Chicago** mezzo-soprano, heard over various stations and with **City Opera** company, is the bride of **Dr. Elkin C. Wilson**, **Columbia University** English professor.

Entire cast of **Gold Medal's** "Betty and Bob" week-ended in **Minneapolis** as guest of sponsor, **General Mills**. **Les Tremayne**, **Betty Reller**, **Paul Dowty** and wife actress **Edith Adams**, **Bill Bouchey** and Director **Steve Gross** made the trip. There are persistent reports, by the way, that **John K. Watkins**, the "Gold Medal Time" editorialist, is to be replaced by **Billy Wilkerson**, owner of the **Hollywood Reporter** and the **Trocaadero**, with a new gossip and glamor show from **Hollywood**.

TUNE IN ON

ROSE MARIE

"THE DARLING OF
THE AIR"

WOR

COAST-TO-COAST

MONDAY 3 TO 3:30 P. M.

BIGGER—BRIGHTER—BETTER

STARDUST REVUE

STARDUST REVUE

"BARON MUNCHAUSEN"

JACK
PEARLRALEIGH and
KOOL CIGARETTESWJZ-10 P. M. E.S.T.—Friday
NBC Network

Dir. A & S LYONS Inc



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 89

NEW YORK, N. Y., TUESDAY, JUNE 15, 1937

FIVE CENTS

AFM to Push Disk Ban

NBC SIGNS BARRYMORE IN SHAKESPEARE WAR

Following the plans of CBS to offer a series of eight Shakespearian dramas in one-hour versions, starting the middle of next month, NBC yesterday completed negotiations with John Barrymore for his appearance in similar series to run during approximately the same weeks.

The NBC presentations will be 45 minutes long and are tagged "streamlined Shakespeare". Six plays will be offered, starting with "Hamlet" on June 21 at 9:30-10:15 p.m. over the NBC-Blue network, and followed on succeeding Mondays by "Richard

(Continued on Page 8)

Pacific Coast Admen Convene in Salt Lake

Salt Lake City—Annual convention of the Pacific Advertising Clubs Ass'n got under way here yesterday with preliminaries occupying most of the first day. Sessions wind up tomorrow. Cooperating with Frank B. McLatchy, general chairman of the conclave, KSL is broadcasting as much of the proceedings as practicable.

Better Programs Seen By Joyce, RCA Ad Chief

West Coast Bureau, RADIO DAILY

Los Angeles — With sale of radio sets this year topping 1936 and totaling close to 9,000,000, a higher general quality of programs is predicted by Tom Joyce, RCA ad chief, here for a brief stay.

"The outlook for better broadcasting is extremely encouraging," he said. "Net income for the first four months of this year was 22.8 per cent

(Continued on Page 3)

Miami Radio Guild

Miami—Radio Guild of Miami has been organized by radio dealers and service men in this area. Membership is by invitation only, and it is the aim of the group to include only members who are thoroughly capable and have proper equipment. A program of advertising, listing names of Guild members, has been launched.

Little Ironies

Having been stung by a street-corner peddler who sold him a gadget which is supposed to eradicate static and other noises from radio sets, Dr. Kurt Hessler of WMCA's "Home Talk" program exposed the fake over the air. As Dr. H. gave the gyp the works, another peddler of "static-eradicator" gadgets turned on his demonstrator and regaled the ears of his sidewalk crowd with the unexpected lowdown.

TEXAS BROADCASTERS ELECT TAYLOR PREXY

Houston—O. L. Taylor of KGNC, Amarillo, was elected president of the Texas Broadcasters Ass'n at the annual convention here. Other officers are: Martin Campbell, WFAA, Dallas, vice-president; James R. Curtis, KFRO, Longview, secretary-treasurer. Directors are Frank Smith, KXYZ, Houston; Ralph Bishop, KFJZ, Fort Worth; Hugh Half,

(Continued on Page 3)

Good Will Tour of Colo. For Admen's Delegation

Denver—Chartered for the first leg of a good will tour of Colorado, "The City of Denver," streamlined train, leaves Chicago Saturday with 50 national advertising executives who will be the guests of KLZ in Denver and KVOR in Colorado Springs. Promotion of Colorado as a national mar-

(Continued on Page 3)

Invasion of Foreign Radio Time By U. S. Advertisers Up Sharply

Invasion of foreign radio time by American advertisers to date has increased more than 300 per cent over the entire year of 1936, and at the rate of new contracts being signed the current year will see more European and South American programs for U. S. products than the combined total of the four years previous.

According to Jean Sasson, manager of the French language activities of Radio Luxembourg, all desirable time has been sold out and a large waiting list is on tap. Sunday, devoted

President Joseph N. Weber in Annual Report Sees National Action to Curb Electrical Transcriptions

GENERAL MOTORS SETS 2 COAST NET SERIES

West Coast Bureau, RADIO DAILY

Los Angeles—General Motors is going on the Don Lee coast network starting this week with a half-hour musical show, "Presenting David Broekman," signed for a year.

The program is a revision of "Thomas Lee Presents" which used Broekman's band. The new program will go on the air Friday nights, using Stafford Sisters and Jimmy Newell as vocalists to supplement the band. There is a strong possibility that the program will go coast-to-coast in the fall.

General Motors, on behalf of Cadillac also will start a new air series on the Coast tonight over Don

(Continued on Page 8)

Look Magazine to Air Network Show in Fall

The Cowles interests, owners of KRNT and KSO and publishers of newspapers and the magazine Look, will go on the air with a coast-to-coast hook-up on a major chain early next fall to plug the picture magazine. Program will be titled "Stop, Look and Listen," and will be com-

(Continued on Page 7)

Louisville—Only national effort can bring success in the efforts of organized musicians to curb the use of electrical transcriptions on the air, said Joseph N. Weber, president of the American Federation of Musicians, in his annual report to the convention, which got under way here yesterday and will continue throughout the week.

Weber lauded the Chicago musicians' local headed by James C. Petrillo for taking the first steps in curbing disk work on the part of its members. The Chicago action was taken with the full knowledge of

(Continued on Page 8)

NAB CONVENTION LIST KEEPS GROWING LONGER

Another batch of delegates yesterday reported their intentions to attend the NAB convention at the Hotel Sherman, Chicago, June 20-23. Among them are:

Major Edney Ridge, director of WBIG, Greensboro, N. C., who also will be at the ringside of the Brad-dock-Louis fight; Arthur Church and

(Continued on Page 3)

"Good Will Hour" Survey Gives Show High Mark

In the first survey undertaken to determine the popularity of WMCA's Sunday night 10-11 p.m. "Good Will Hour," directed by John J. Anthony as the successor to "Good Will Court," the tabulated report by Ross Federal

(Continued on Page 8)

KXBY Resumes Tele

Kansas City—KXBY has resumed its series of daily quarter-hour broadcasts in connection with experimental television broadcasts made by First National Television School, which owns and operates the radio station. Broadcasts were temporarily discontinued a month ago when station moved to new studios in the Fidelity Bldg.

(Continued on Page 3)



(Registered U.S. Patent Office)

Vol. 1, No. 89 Tues., June 15, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp., J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk and Verne Bailey, 6425 Hollywood Blvd. Phone Granite 6607. Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

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NETWORK SONG FAVORITES

Following is an accurate list of performances for the week ending June 12, covering songs played from 5 p.m. to 1 a.m. on CBS and two NBC networks. Only compositions played 10 times or more are included. This listing is a regular Tuesday feature in RADIO DAILY.

Selection	Publisher	Times Played
September In The Rain (Remick Music Corp.)		28
Carelessly (Irving Berlin Inc.)		24
Where Are You (Leo Feist Inc.)		24
It Looks Like Rain (Joe Morris Music Co.)		23
Sailboat In The Moonlight (Crawford Music Corp.)		23
Sweet Leilani (Select Music Corp.)		23
There's A Lull In My Life (Robbins Music Corp.)		23
Never In A Million Years (Robbins Music Corp.)		21
Merry Go Round Broke Down (Harms Inc.)		20
When Two Love Each Other (Joe Davis Co.)		20
On A Little Dream Ranch (Shapiro Bernstein Corp.)		19
They All Laughed (Chappell and Co.)		19
They Can't Take That Away From Me (Chappell and Co.)		19
Was It Rain (Santly Bros.-Joy Inc.)		18
Love Bug Will Bite You (Santly Bros.-Joy Inc.)		17
Swing High, Swing Low (Famous Music Corp.)		16
Where Or When (Chappell and Co.)		16
You're Looking For Romance (Ager Yellen Bornstein)		16
Toodle Oo (Shapiro Bernstein Inc.)		15
Let's Call The Whole Thing Off (Chappell and Co.)		14
Turn Off The Moon (Popular Melodies)		14
Wake Up And Live (Robbins Music Corp.)		14
Blue Hawaii (Famous Music Corp.)		13
Cause My Baby Says It's So (Remick Music Corp.)		12
Having Wonderful Time (Paull Pioneer Corp.)		12
Good Mornin' (Famous Music Corp.)		11
Love Is Never Out Of Season (Leo Feist Inc.)		11
Johnny One Note (Chappell and Co.)		10
The You And Me That Used To Be (Irving Berlin Inc.)		10

New Coast Disk Firm

West Coast Bureau, RADIO DAILY
Los Angeles—Gerald King, president of Standard Radio, and J. S. Glenn, New York capitalist, have formed a new firm to be known as Radio Features Inc. to make custom-built disks to order and to produce programs on their own for sale to sponsors or agencies.

Initial production will be a series of 60 songs by Donald Novis and 40 orchestrations, together with continuity and a card index. This program has already been taken for Australian rights by Broadcasting Service Ass'n Ltd. of Sydney, through Ralph L. Power, local agent.

WBIG Producing 4 New Shows

Greensboro, N. C.—Program Director Ernie Smith of WBIG has in production four new shows, including "The Walk of Life," a 15-minute vox pop broadcast from the National Theater here; "Continental Nights," a musical half-hour; "See America First," a 30-minute musical program of Americana, and "Live and Learn," a new question program. The famous WBIG Dinner Bell Hour, a rural program, is being revamped by Smith.

WDNC Aims Novelette

Durham, N. C.—"Superstitious Mountain," 18-chapter action novelette inspired by old Arizona's strangest story and written by Oren Arnold, will be previewed in playlet form over WDNC on June 23 coincident with the start of the serial in the Durham Sun next week. Frank Jarman, Jr. did the radio adaptation.

WBOW Appointments

Terre Haute—Horace Capps, who started at WBOW in 1930 and more recently has been with the artists staff of WLW, Cincinnati, has been appointed program and production head at WBOW here, effective July 1, it is announced by W. W. Behrman, director. Capps resigned as head of the music department of the Clinton County (O.) schools to take the new position.

Wendell Siler, formerly at WSVA, Harrisonburg, Va., has joined the WBOW announcing staff, and Wilfred MacDill has assumed charge of the merchandising department.

Kullman Turns Down Offer

Having been signed for another 13 weeks on the Palmolive program with Jessica Dragonette over CBS, Charles Kullman has had to turn down an invitation from Arturo Toscanini to sing at the Salzburg Festival in Austria. It marks the first time in four years that Kullman will be unable to sing at the Festival.

O. B. Hanson Leaves Hospital

O. B. Hanson, head of the NBC engineering department, left the New York Hospital yesterday. He'll rest at home for a few days before returning to the job.

WE CAN'T GO ON THIS WAY
A TORCH BALLAD THAT CAN BE SWUNG

ROY MUSIC CO.
1619 BROADWAY, NEW YORK, N.Y.

COMING and GOING

NORMAN LONG, British Broadcasting artist, arrives today in New York on the Aquitania.

CHARLES K. WOODBRIDGE, former prexy of the International Advertising Association, and MRS. WOODBRIDGE also are among the arrivals today from abroad.

FORD BILLINGS, California Radio chain chief, is en route to Florida, after which he comes to New York to confer with Hearst Radio execs.

RUBINOFF and his violin finished airing from the Coast on Sunday and left for New York, from which point their future airings will originate.

JOE MORRISON is in town for personal appearances.

BENNY MEROFF is in town on a business conference with the Rockwell-O'Keefe office.

WEBB ARTZ of United Press left Saturday and will be gone two weeks.

CHESTER RACKEY, NBC audio facilities engineer, is back from his vacation.

FATHER O. L. ABELL, top executive of WWL, New Orleans, is in New York.

PAUL LOUIS of Columbia Concerts Corp. leaves town on Thursday for a month's vacation in Florida.

JOHN F. ROYAL, NBC vice-president in charge of programs, returned to New York late yesterday afternoon, completing a round trip flight to Bermuda aboard the Bermuda Clipper.

BILL HEDGES of WLW is in town for few days.

JOHN VanCRONKHTE, president of VanCronk-hite Associates Inc., Chicago, is expected in New York today.

T. K. QUINN, president of Maxon Inc., and his family sail for Europe on the Normandie tomorrow to be gone about six weeks. A farewell party was tendered Quinn by Phil Spitalny and the "Hour of Charm" orchestra on Monday evening.

New Shows on WROL

Knoxville—"BGO Revue," sponsored by Beeman's Laboratories of Atlanta, started a daily series of recorded hillbilly music over WROL. "The Whole Town's Talking," sponsored by Scott-Popejoy Motor Co. (Willys Motor Cars), and "The Old Mountaineer," sponsored by J. L. Caton, publisher, also are new WROL programs.

Donald Ewert Joins NBC

Daytona Beach, Fla.—Donald Ewert, formerly chief engineer of WMFJ, has resigned to join the technical staff of NBC in New York. Webster Ellenwood, chief operator, was promoted to fill the vacancy, while Don Fitch was added as an operator.

The Tavern
RADIO'S
RENDEZVOUS

MAKE THIS YOUR
LUNCHEON—
DINNER—SUPPER CLUB

158 W. 48th St.

Toots Shor

The Script Library
A DIVISION OF RADIO EVENTS, INC.

535 Fifth Avenue,
New York, N.Y.

A Radio Script for Every
Sustaining and Commercial Need

Government Spending \$150,000 Yearly on Air

Washington Bureau, RADIO DAILY
Washington—Office of Education, Dept. of Interior, spent \$54,962 in preparation of educational radio programs in the fiscal year ended June 30, 1936, and the Resettlement Administration spent \$28,615 for electrical transcriptions, according to the report of the Brookings Institution made public yesterday by Senator Byrd, chairman of the Senate investigatory committee. Report, also covering government expenditures for films, says some \$150,000 is being spent annually for radio activities.

U. S. SPONSORS USING MORE FOREIGN AIR TIME

(Continued from Page 1)

been using the outlet for some years. Gustavo Uribe, owner of HJ3ABF, Bogota, Colombia, who also sailed for home last week, stated that U. S. business has encouraged the South American radio stations to install better equipment. While here, he bought considerable up-to-date apparatus, also subscribed to NBC Thesaurus library service. South American outlets are on their toes, ready to handle electrical transcription or live talent shows for American clients, majority coming through Conquest Alliance Co.

South American situation has reached the point where advertisers disregard the "summer time," the comparable hot weather period there being in reverse to that in the U. S. The regular season there starts in April and continues through August. In September the weather period corresponds to May in the Northern hemisphere. Contracts being signed now carry through the former South American slump period.

Foreign Advertisers

Current contracts for Central and South America, Cuba and Hawaii include:

Carter Medicine Co., through National Export Advertising Service, five stations in Costa Rica; HP5B-HP5C in Panama; KGMB, Hawaii; nine outlets, plus 20 stations on the Yellow and Green network in Brazil; 20 stations in Cuba; HCB and HCRB, Ecuador; TGX, Guatemala; WNEL, Puerto Rico; four outlets in Venezuela and two in Peru. A far jump to Alaska is included in Carter's pills, which account also uses three stations in Alaska.

American Tobacco Co., through Lord & Thomas, via CBS, has "Hit Parade" until end of July and Edwin C. Hill until end of October on two Hawaiian stations.

Kolynos Co., through John F. Murray agency, 78 quarter hour transcriptions on five stations in Colombia; two in Hawaii; series of 26 ET shows over nine outlets in Brazil.

Fougera & Co., through Small & Keiffer, placed 26 ET shows on WKAQ, Puerto Rico. Mrs. Winslow Syrup, through International Advertisers, 206 spots on CMCY, Cuba.

West India Oil Co., through McCann-Erickson, Inc., 52 half-hour live talent shows on TGX, Guatemala.

Cardui Company, through U.S.A. Corp., dramatized spot announcements on four stations in Colombia, four in Cuba, HIZ, in Dominican Republic, TGX, Guatemala, HRN, Honduras and two outlets in Venezuela.

Colgate-Palmolive-Peet Co., through Benton & Bowles, series each of 156 and 104 announcements of 50 and 100 words on KGMB and KHBC, Hawaii; 39 quarter-hour disks (Colgate dental cream); 39 announcements of 100 words in Japanese on KGMB and same contract in Filipino, also for dental cream.

Anacin Co., 78 quarter-hour disks of "Easy Aces" on KGMB and KHBC, through John F. Murray Agency.

Knox Co. (Cystex) through Allen C. Smith agency, 28 ET quarter-hour programs on TGX, Guatemala.

Richard Hudnut, three 15-minute weekly shows for 26 weeks, live talent dramatizations on five stations in Cuba, also two 15-minute musical shows live talent over same

NEW PROGRAMS—IDEAS

Interview the Zoo

St. Paul—KSTP, Twin City independent station, made monkeys out of its announcers the other day. Spotting a special events program for the opening of the zoo, the station sent two of its announcers, Brooks Henderson and Roch Ulmer, to the zoo, where they walked right into the so-called "monkey island" to visit with the Simians and to tell listeners just what the quarters were like behind the bars. The show developed plenty of comedy angles, with Ulmer and Henderson interviewing a polar bear on how it feels to be a polar bear in a temperature of 100; talking with the lions to determine what a lion thinks about in a cage, etc. Many freak angles were worked into the 15-minute stanza.

Air Station in the Making

A new series of weekly programs depicting a radio station in the making will be aired over WFIL, Philadelphia, from the 18th floor of the Widener Building where WFIL's new studios are rapidly nearing completion. Announcers Al Stevens and Vernon Crawford, equipped with portable short wave pack transmitters, will tread their way through the maze of wires, lumber, iron, brick and mortar that covers the vast floor, interviewing the various artisans as they bend to their task and in general describing the picture that unfolds before them. Each week, chief engineer Frank Becker, who is supervising the construction work, will take a turn at the microphone to point out the progress made since the preceding broadcast.

KSTP Aims University

Most citizens look upon their universities as just a place where guys get educated, but, to destroy that illusion and to show that its university does something else, too, KSTP, St. Paul, put its mobile unit into action to show just how the University of Minnesota's college of agriculture is devoting a lot of time to building new industries for the state. Particularly apropos was a shot from two sand caves on the west bank of the

Mississippi where the dairy division of the university, after three years' experimentation has begun the production of a roquefort type cheese, turning it out now in commercial quantities of about 20,000 pounds per annum. Show also told of many other research angles being developed at the "U" to stimulate new business for the state.

Midwest "Neighbor" Program

KFAB of Lincoln and Omaha, a Central States Broadcasting Co. station, is making a hit with its "Howdy Neighbor" program, aired for a half hour each Saturday at 1:30 p.m. CST. Sponsor is the Interstate Transit Lines, Union Pacific subsidiary.

Plot is for a KFAB crew to invade a new Nebraska or Iowa town each Saturday. Local talent from the "honor city" is aired, Man-on-the-Street John Shafer interviews local bigwigs and Dalton Norman, with the Stage Hands, provides the musical background. The program is wired in directly from the honor city.

Air New Employee's Curiosity

Zelle Wade, newest addition to the staff of KVOR, Colorado Springs, got to put her curiosity about radio on the air. Coming from dramatic work at the Colorado Springs Fine Arts Center, Miss Wade was green about the "whys" and "wherefores" of the radio business, so she prepared a list of simple questions. Then, on the regular Monday morning "Sincerely, KVOR" program, she asked the questions of Wauhullau LaHay, program director, and Eustace Taylor, chief engineer. Miss LaHay and Taylor gave her the answers in understandable phraseology. The novel program got quick response.

Miss Wade's job is to assist on continuity and programs.

Pecht's WBAL "Week in Review"

Baltimore—Jerry Lee Pecht has been added to the staff of WBAL with his own Sunday program, "The Week in Review," in which he will gather news stories, boil them down and present the gist of the news of the week at 11-11:15 A. M.

outlets for Hudnut's Face Powder. Through Export Advertising Agency.

Wm. R. Warner Co., through Export Advertising Agency, strip across the board of quarter-hour baseball and other sports with commentator, on five Cuban stations, contract runs 26 weeks.

Pro-Phy-Lac-Tic Brush Co., through National Export Advertising Service, daily dramatized spots on three Cuban stations, contract runs until end of 1937.

Lambert Pharmaceutical Co., same agency as above, daily spot announcements on Panama, Cuban and Puerto Rican stations.

Zonite Products Corp., through Gotham Advertising Co., 52 quarter-hour transcribed music programs on WKAQ, Puerto Rico and 26 quarter hours of live talent over HRN, Honduras.

Procter & Gamble (Crisco), through Compton Advertising Co., 117 spot announcements on two Hawaiian stations.

Borg-Warner Co. (Spark plugs), 104 dramatized spot announcements on CMW, Cuba.

Lady Esther (cosmetics), transcribed music

of Wayne King, 26 half-hours on HP5B-HP5C, Panama.

Procter & Gamble (Oxydol), through Blackett-Sample-Hummert, 260 quarter hour transcriptions of "Ma Perkins," two Hawaiian stations. Other Hawaiian biz includes Pond's cold cream, through J. Walter Thompson agency, 26 half-hours; also Servel Inc., through BBD&O, using "March of Time" for 13 half-hours and more time reserved.

Conquest Alliance Co. cleared accounts mentioned above and has in all some 128 contracts extant.

TEXAS BROADCASTERS ELECT TAYLOR PREXY

(Continued from Page 1)

WOAI, San Antonio, and Carl Wyler, KTSM, El Paso.

Convention talks were made by Harold V. Hough, WBAP; James W. Baldwin, NAB secretary, and Graham Robertson of New York. Association passed a resolution praising Hough for his services as NAB treasurer and urging his renomination at the Chicago convention.

NAB Convention List Keeps Growing Longer

(Continued from Page 1)

J. Leslie Fox, KMBC, Kansas City; Donald Dwight Davis, John Schilling, Henry E. Goldenberg and Norvell Slater, WHB, Kansas City; T. L. Evans and A. F. Schliecker, KCMO, Kansas City; W. A. Bailey and Ellis Atteberry, KCKN, Kansas City, Kas.; H. Dean Fitzer, WDAF, Kansas City; Wyn Esch, WMFJ, Daytona Beach, Fla.; Mr. and Mrs. Earle J. Gluck and W. C. (Bill) Irwin, WSOC, Charlotte; "Bevo" Whitmire, WFBC, Greenville, S. C.; Karl Wyler and Roy Chapman, KTSM, El Paso; Ralph Brunton and C. L. McCarthy, KJBS-KQW, San Francisco.

Better Programs Seen By Joyce, RCA Ad Chief

(Continued from Page 1)

up over corresponding period of last year. This means major broadcasting chains have more money for sustaining programs as well as for special features. National radio advertisers have increased their budget for talent, and we can expect finer programs than ever before.

"Phonograph record sales for the first four months of this year were more than 575 per cent ahead of corresponding period of 1933."

Jane Pickens In Opera Aria

Jane Pickens, soprano, will appear with the Philadelphia Symphony orchestra June 22 at Robin Hood Dell. Ferde Grofe is guest conductor of the orchestra that evening. The concert is for the benefit of the Philadelphia Milk Fund. Miss Pickens will sing an operatic aria before an audience for her first time.

THE SONGBIRD OF THE SOUTH

KATE
SMITH

A & P BANDWAGON

THURSDAYS

CBS NETWORK 8-9 P.M., E.S.T.

EXCL. MANAGEMENT TED COLLINS

Donald Peterson

PRODUCING

JUNIOR G-MEN of AMERICA

WOR—6:30 P.M.

M.W.F.

RECORDINGS

Productions -- Transcriptions

Sound Reproductions Corp.

17 West 46th St.
New York City

Telephone
BR 9-8265

PROMOTION

KFOX Newspaper Publicity Swap

A unique trade deal on swapping of publicity was made between KFOX, Long Beach, Cal., and the Long Beach Shopping News, local weekly advertising sheet with circulation of more than 70,000. Shopping News, which is entirely an advertising paper containing no news items other than household hints, and gardening tips, or notice of a civic event, gives KFOX a radio chatter column each week devoted exclusively to KFOX activities. The station in return plugs the Shopping News over the air, pointing out particular bargains being advertised.

Present plan is for KFOX to run a picture of an artist or announcer each week, then broadcast the fact and urge each listener to get his copy of Shopping News and obtain the picture. Out-of-towners may write for copies.

Fan Magazine Tieup

Radio Press, Philadelphia fan magazine, in effecting a reciprocal advertising deal with WDAS, uses the air time for daily sidewalk interviews as a circulation promoter. While Ed Robertson, staff announcer, conducts the street quizzing, sheet's workers distribute sample copies to the crowd that congregates, thus saving mailing expense on the giveaways. And to make the direct selling job complete, subscriptions are solicited on the spot.

WHO Tall Corn Sweepstakes

WHO, Des Moines, has announced the first WHO National Tall Corn Sweepstakes to find the tallest stalk of corn grown in the United States and Canada during the 1937 growing season. Cash prizes aggregating \$275 will be awarded by WHO, including a first prize of \$100, second prize of \$50, third prize of \$25, five prizes of \$10 each and ten prizes of \$5 each.

Hopping on Headlines

Taking advantage of a Des Moines Sunday Register banner headline, reading "Iowa Again Leads in Farm Income," and another story about the coming bumper wheat crop, KMA of Shenandoah, Ia., obtained extra copies of the paper, placed stickers on them with an arrow pointing to the prosperity stories and asking "Have You Arranged With KMA to Get Your Portion?"

Youngman Wins Pilot Award

Henny Youngman, comedian on A&P. Band Wagon program over CBS has been named as the winner of the Pilot Radio Weekly Award of Merit.



● ● ● Kansas City and environs are still talking about the big seven-day WHB 15th Anniversary Celebration put over by Prexy Don Davis and Gen. Mgr. John T. Schilling. . . Windup of the event was a Saturday night party in the Arena of K. C.'s new \$6,000,000 Municipal Auditorium. . . There were no free admissions—and not a line of advance newspaper advertising was used on the party—yet more than 15,000 persons jammed the Arena for the event. . . The crowd was as big—or bigger than—those drawn by Ben Bernie, Bob Burns, Rubinoff, Veloz and Yolanda and other top names at K. C.'s widely publicized "Jubilesta" last fall. . . and it was the first time such a big crowd had ever been assembled in K. C. through radio promotion alone.

● ● ● Prof. Quiz's mail for the five days ending last Friday totaled 28,193 pieces by actual count. . . Allen Scott, popular WROL, Knoxville sports announcer and commentator, who ordinarily keeps other sportsmen in the headlines, made the headlines himself the other day when he won the News-Sentinel Hole-In-One golf match. . . The most surprised person of all was Allen. . . Newsman Bob Maguire had a radio wedding at WICC, Bridgeport, with Larry Cruza as usher and Jud LaHaye chauffeuring the bride to the church while station execs and aircasters were in attendance. . . Irving S. Strouse, who resigned from the publicity dept. of J. P. Muller agency, will shift to Artists Management and the Paul Whiteman interests. . . Three KCKN programs received front page publicity in the June 11th issue of the Kansas City "Kansan."

● ● ● E. Phillips Oppenheim's "The Amazing Partnership," which was placed on wax as an audition for A. & P., is being road-toured by the sponsor to get the reaction of branch store managers. . . Kay Kyser will be in a N. Y. spot shortly. . . Jack Osterman is going to Rudy Vallee's throat specialist for vocal chord treatment. . . Bob Haring is the new house conductor at WOR—for two weeks—and will be followed by Al Roth of St. Louis. . . Shep Fields is wearing a slipper—because of an ingrown toe nail. . . Benny Meroff is in town to arrange for an out-of-town spot with a wire. . . With all the people auditioning for the Frank Parker spot on Woodbury, Joey Nash may be the selection. . . Al Shayne is booked into the Pavilion Royal. . . Afterthought: The Boswell Sisters (who were at one time the "adored" of the critics) originated the "over-arrangement" cf numbers which is now causing Kay Thompson consistent rebukes.

● ● ● Russ Morgan was called to the coast for picture work by a "two-name" firm and it isn't Warner Bros. . . Mickey Alpert's absence from the Riviera tonite is caused by his trek to Boston to attend his sister's wedding. . . Bert Lebar's appearance at the NAB convention depends on Mrs. Lebar's condition. . . Skinny Ennis, drummer and vocalist in Hal Kemp's band will form an aggregation of his own. . . Eadie Lang, sister of Bing Crosby's deceased guitar player, Eddie, is considered a Martha Raye type of singer at the Mirador. . . A fellow rushed up to Bob Goldstein with the news that he had just signed a SEVEN YEAR contract with an insignificant station (no pay). To which Bob inquired, "Who broke a mirror for you?" . . . Bill Engle of the WMCA engineering dept and Don Kerr, announcer and emcee, are leaving for a short fishing trip . . . and will bring back the longest lies you ever saw.

ORCHESTRAS
MUSIC

A L DONOHUE and ork, now featured at the Rainbow Room, N. Y. C., and originally scheduled to remain there until October, will leave that spot in August, to return for the winter season, October to January.

Prince Waln and his Waikiki serenaders inaugurated a period of Hawaiian and American rhythm at the Atlantic City Ambassador on June 26. Deal was set by Rockwell-O'Keefe.

Art Shaw and the band open at Hunt's Plaza, Wildwood, N. J., July 3, through arrangements by Rockwell-O'Keefe.

Lee Authier's musical aggregation, airing over WSPR, Springfield, Mass., Sunday afternoons, now features Irma Serra and Eddie Martin, vocalists.

Nancy Martin, WCAE vocalist, has turned songsmith. The search for a theme melody for her commercial on that station having proved futile, she proceeded to pen a ditty called "Give Me a Melody" which is now heard Tuesdays and Thursdays at 12:30 p.m.

Dance numbers played by Worthy Hills and his boys, at the Pavilion Royale, Savin Rock, Conn., will be fed via WELI to WNCA and the Inter-City Network on Wednesdays, Saturdays and Sundays thereafter.

Robert Emmet Dolan, Sealtest Sunday Night Party batoneer, has added two harps to his outfit. One is played by Casper Reardon, swing specialist. Dolan has the only band in radio with two harps.

With numerous name bands appearing in Atlantic City this summer, CBS has arranged with Station WPG for three pick-ups weekly from the Steel Pier so that the bands may be heard by the CBS coast-to-coast audience. Programs are scheduled Tuesdays and Thursdays 11:30-12 midnight and Saturdays 5-5:30 p.m. First band to be aired is Red Norvo's.

Blaise Pasque and ork will music-make for the new Edgewater Club at Lafayette, La.

Will Holland and his band open at the Glass Hat in the Congress Hotel, Chi., with an NBC wire, at an early date.

AD AGENCIES

JOSEPH C. HAUCK, formerly account executive with the United States Advertising Corp., has joined Vredenburg-Kennedy Co. Inc. in the same capacity.

FORREST U. WEBSTER has resigned as merchandise sales manager of Cutler-Hammer, Inc., Milwaukee, to join the staff of Lord & Thomas in New York.

NRC
HI-FIDELITY
SOUND SYSTEMS
Maintained and Installed
NATIONAL RECORDING CO.
2 W. 46th St., N. Y. C. Tel.: ME-3-3860
NRC

WITH THE ★ WOMEN ★

By ADELE ALLERHAND

SHARRI KAYE is the chanteuse selected by Woody Herman for his Willys opening....date being June 25.... Helen Gahagan of Broadway and Hollywood fame to concert tour under NBC Artists Service management....She'll vocalize next month at the Prague Opera House, then give a recital in Salzburg....Returns in August in time for a guest appearance with the L. A. Symphony Ork in the Hollywood Bowl....Muriel Draper, now heard regularly on "It's a Woman's World," will probably lecture under the same management next season....Mrs. Roosevelt attacks a problem with universal appeal in discussing the "Housing Bill" on her June 23 broadcast.

▼ ▼
Lydia Todd, fashion expert at WBAL, Baltimore for the last three years, will be able to give her listeners first-hand information on Fall modes in the fashion centers of Europe as well as in America when she returns from her foreign trek in September....Before sailing, June 18, Miss Todd also will inspect the Fifth Avenue and other N. Y. style shops. Lynn Martin who's gone network week....She was playing a Chi theater engagement and couldn't resist the temptation to check up on the old crowd....Lynn's been auditioning for a West Coast network show.

▼ ▼
Virginia Vallance, formerly a feature of the General Mills program, becomes a bride June 26, the fortunate gent being Francis M. Randolph....WROL's swing-songbird, Gracie Ridenous, hospitalized as the result of an auto accident, with several stitches taken in her nose.... Mrs. Marjorie Fitzgerald, sec to WHO's sales manager, planning an Omaha vacation, reason being her parents live there....Cathryn Cunningham, KSL "Charm School of the Air" hostess, has been invited to teach during a summer school course at Oakland, Cal....Course to epitomize material she's been presenting over KSL....She'll be aired several times over KYA, through the management of Gordon Owen, affiliated with that station....Her brochure, "The Challenge of Charm," will be the course textbook....Rhea Diamond of WMCA press department received an animated birthday greeting from Larry Nixon yesterday in the shape of two little turtles whose collective shells bore the inscription "Happy Birthday".



"THE QUESTION BOX"

Towne Publications
WINS, Sundays, 10:45-11 a.m.

MOVIE QUERIES TIED IN WITH GOSSIP PROGRAM ON BEHALF OF THEATERS.

This is not a quiz in the same category as the current well-known question bees, but rather a quarter-hour of Hollywood and Broadway chatter, with the inclusion of five questions and prizes for listeners who supply the right response. Questions deal with film facts and personalities, and apparently are designed to incidentally publicize New York's Roxy and Paramount theaters and attractions, the sponsors being publishers of theater programs.

There is also a neighborhood store tieup, listeners being advised to call on the listed stores for question blanks on which to send their answers, although the use of these blanks is not compulsory. Awards to winners are a "free day in New York for two," the free stuff including two shows (Roxy and Paramount), sightseeing and meals.

David Lowe is the commentator, doing a satisfactory job.

"Magic Key of RCA"

Helen Hayes' Broadway stage hit, "Victoria Regina," finally was sampled by "Magic Key of RCA" listeners Sunday, with Miss Hayes playing her original role, assisted by Vincent Price and George Macready. Instead of cramming a condensed version of the entire drama into the quarter hour or so, wisdom was exercised in presenting only a special sequence from the play. It went off smoothly and crisply, proving one of the choicest dramatic morsels heard on the air in some time.

Another highlight of the NBC-Blue network broadcast was the vocalizing of Wynn Murray, a torch singer whose pipes and style should take her places.

"Presenting David Broekman"

It would be unfair to review "Presenting David Broekman" on its first airing for General Motors, Don Lee Pacific Coast net. The faults were so blatant that they were almost certain to be corrected. Broekman's orchestra, one of the best in America, was grand as usual. Stafford Sisters were swell, and Jimmy Newell's solos gracefully sung and fine. But the commercials—too long, too many, and so noisy that they tore down the mood that Broekman built up. Softer, more leisurely voice needed—and pare 'em down in length, and omit the preview of next week's show to make room for one more musical number! Then the show's worth putting transcontinental, which is in the works for the fall.

NEAL O'HARA

Brown & Williamson
(Kool, Raleigh cigarets)

WEEI, Boston, Monday-Wednesday-Friday, 7:30-7:45 p.m.

Batten, Barton, Durstine & Osborn

SNAPPY PROGRAM OF COMMENT AIMED CHIEFLY FOR MALE INTEREST.

"Four men for men" seems to nicely sum up the new Neal O'Hara's Radio Gazette aired thrice weekly over WEEI. The show has been primarily built for male appeal, which seems a bit incongruous as although it is plugging a cigarette there are plenty of the "gentler sex" who have the smoking habit.

In addition to a radio version of O'Hara popular Boston Traveler column, "Take It From Me," there is Joe Tove, editorial writer for the same newspaper, Edson Smith, financial writer and adviser, and Jay Wesley giving the current sport slant.

The program is peppy with a good pace and not too much ad plugging. Should go places either for this present sponsor or any other. The night the show was caught O'Hara did make an attempt to include the listening ladies.

Chase & Sanborn Hour

Two things in particular are cutting down the rating of this recently launched Sunday night NBC-Red network show. One is the invariably draggy first-half of the program. It smacks too much of killing time and purposely holding W. C. Fields back so he can be utilized completely to buck the Texaco show at 8:30-9 p.m. on CBS. Second is the over-exuberance of Don Ameche, the emcee, who is the loudest laughter at Fields' remarks and whose dialogue frequently overlaps that of the comedian, thereby often killing a good line or at least blurring it.

Also of minor irritation is the shouting tone used by the announcer on the commercials. And, reverting to that initial half of the show, the dramatic skits presented in this period are nearly always pretty bad. Ameche plays the male lead in these sketches, opposite a guest star. Added to his emceeing, his singing, his straightman work for Fields, etc., it is just too much to expect Ameche to be good all over the place.

"Today's Doings"

This new five-minute WMCA sustaining, which started yesterday as a Monday-through-Saturday shot at 8:55-9 a.m., tells what's going on and coming in the way of theater, night club, sports and other entertainment, giving hints to listeners on doing something different. At least, that's the intention. Dick Fishell is re-

★ F. C. C. ★ ACTIVITIES

Hearings Scheduled

July 6: Southwest Broadcasting Co., Prescott, Ariz. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited. W. P. Stuart, Prescott. CP for new station. 1500 kc., 100 watts, unlimited.

Arthur Lucas, Savannah. CP for new station. 1310 kc., 100 watts, unlimited.

Utica WUTK, Inc., Utica. CP for new station. 1420 kc., 100 watts, unlimited.

WDNC, Durham, N. C. CP for change in frequency and power. 600 kc., 1 KW., unlimited.

WBNS, Columbus. CP for change in power. 1430 kc., 1 KW., 5 KW. LS., unlimited.

July 7: E. B. McChristy, Brownwood, Tex. CP for new station. 630 kc., 250 watts, daytime.

Galesburg Broadcasting Co., Galesburg, Ill. CP for new station. 1500 kc., 250 watts, daytime.

July 8: KPQ, Wenatchee, Wash. CP for change in frequency and power. 1360 kc., 1 KW., unlimited.

Sept. 23: KDON, Del Monte, Cal. CP for change in frequency and power. 1400 kc., 250 watts, 1 KW. LS., unlimited.

Salinas Newspapers, Inc., Salinas, Cal. CP for new station. 1390 kc., 250 watts, daytime.

WHOM, Jersey City. CP for increase in power. 1450 kc., 250 watts, 1 KW. LS., unlimited.

Sharon Herald Broadcasting Co., Sharon, Pa. CP for new station. 780 kc., 250 watts, daytime.

Allen T. Simmons, Mansfield, Ohio. CP for new station. 780 kc., 1 KW., daytime.

KADA, Ada, Okla. Mod. of lic. 1200 kc., 100 watts, unlimited.

Sept. 30: Johnson City Broadcasting Co., Johnson City, Tenn. CP for new station. 1200 kc., 100 watts, 250 watts LS., unlimited.

Richard M. Casto, Johnson City. CP for new station. 100 watts, 250 watts LS., unlimited.

Knoxville Journal Broadcasting Co., Knoxville. CP for new station. 1200 kc., 100 watts, 250 watts LS., unlimited.

CALL LETTERS ASSIGNED
Gulf Broadcasting Co., Corpus Christi, Tex. KRIS.

Harold F. Gross & Edmund C. Shields, Saginaw. WHAL.

sponsible for program creation, while Powell Clark (Buddy Cantor) is the commentator. First airing suggested possibilities.

Stage Understudies

The variety shows put on Sunday night over the NBC-Blue by a group of stage understudies was something different and most enjoyable. These are the boys and girls who seldom get their chance. Being given it on this occasion, they displayed plenty of ability in singing, dramatics and otherwise. Graham McNamee emceed the trick very capably. There ought to be some more of the same.

Texaco Program

Due to Deanna Durbin being tied up by film work, Maureen O'Connor was drafted to fill her spot in Sunday's Texaco program over CBS. Miss O'Connor is another youngster with a remarkable voice and the ability to use it. Eddie Stanley, comedy headliner of the show, gets better as he goes along. Bobby Breen did his farewell stint of the season on this program. Pinky Tomlin and Saymore Saymore also contributed enjoyably. Next week Ella Logan and Igor Gorin join the cast, while Bobby and Miss Durbin vacation.



★ Coast-to-Coast ★



OLSON and **JOHNSON** are making audition disks at Electro-Vox, for new Richfield Oil show (Hixon-O'Donnell agency) planned for a half hour feature on one of the chains soon. Sam Kerner is producing.

Patricia Kay (Mrs. Max Henry in private life), staff singer on KEHE, and Jack Owens, staff tenor, both announce arrivals in their homes. Miss Kay's new daughter weighed 8 pounds, named Patty Joe. Young John Owens is a boy, 7½ pounds.

Low Weiss, Don Lee chief, week-ended in San Francisco to arrange for broadcasts to originate on the Exposition Grounds. Several Don Lee sponsors wish to air from the fair while the big show is on.

Understood that Shirley Ross is leaving the Campbell show, with F. Wallis Armstrong agency auditioning for a successor.

S. M. McFedrics has moved from sales department to producer for Frederick Dalquist's American Radio Features organization, and Ed Lindsay becomes director of sales.

Pomona College Glee Club of 200 voices making this year's graduation exercise music permanent by recording the numbers, waxing and pressing records for sale to students. Radio Recorders doing the job.

NBC adding Jack Wormser as fourth member of its sound department.

Ken Carpenter, announcer on the Crosby, Packard and other big NBC shows, has just finished making a commercial short for the C. G. Conn Musical Instrument Co.

Coast Track Meet on Mutual

San Francisco—The N. C. A. A. track and field championships, one of the nation's most important track meets, will be aired from Berkeley, on Saturday, the second day of the meet, at 2:30-4:30 p.m. PST via KFRC and a nationwide Mutual network, Doug Montell doing the miking.

KSL Staff Assignments

Salt Lake City—Lennox Murdock, director of KSL, has made the following changes in staff assignments:

Ralph Hardy to continuity and production; Wayne Richards, announcer, added to press bureau news staff; Roy Drushall added to informal time announcer's staff.

CLINTON "BUDDY" TWISS will revive that perennially popular radio feature "Behind the Mike" with Snoopy, Ye Olde Eavesdropper, when he begins a new series over KPO, San Francisco, next Sunday at 8-8:15 p.m. PST. News behind the radio news, interviews with air celebrities and broadcasting executives and employees will be regular features with Twiss, who now announces some of the most important programs originating in the Hollywood studios of NBC. Twiss will fly to San Francisco each Sunday to do "Behind the Mike," which is sponsored by Pacquin Laboratories, makers of hand cream.

Bob Griffin, announcer at WHO, Des Moines, is vacationing in the north woods of Minnesota.

KVOR (Colorado Springs) Chat: Gilbert Hodges, formerly of KVOB, Denver, has replaced Don McCaig on KVOR's news staff. McCaig left Colorado Springs to re-enter newspaper business in Alliance, Neb.... Bob Freed of Pueblo has joined the announcing staff, replacing Bob Harris who is on the staff of KOA, Denver.... Tom Loritz, salesman, is the proud father of Renee Cecile Loritz—KVOR's first baby since the station reorganized under the management of E. K. Gaylord and Associates last November.... CCC Camp 3810 has a rhythm unit now appearing weekly over KVOR.... KVOR's artist bureau furnished talent for the Colorado Dentists convention here last week. Artists included Byron Jorgenson, Pike's Peak Melodeers, Peggy Keyes and Jack Taylor.

Howard Peterson, publicity director of WOW, Omaha, is back from a visit to San Francisco and Los Angeles.

Radio's Rolling Stone (Lyman Cooley), who recently started a twice-weekly program over WHO, Des Moines, has evoked a quick and heavy mail response.

Marion Talley, in concluding her present series for Ry-Krisp on June 27, over the NBC-Red network, will offer an all-request program. Miss Talley will vacation until September, when she returns for the same sponsor.

Bob Keller celebrates the completion of his first year on the air when he presents another original Elmer and Elsie monologue today on the program of the Strollers Matinee, emanating from KDKA, Pittsburgh. Val Varr and Jack Hammerschmidt will do the vocal numbers. On Thursday's program, Madeline Ward and Charles Grayson will be soloists, with Dale Jackson in more English comedy.

KONO, San Antonio, has the following new series of daily programs: Monday, "Birth of the News"; Tuesday, "Machine Age"; Wednesday, "Men Behind the Classics"; Thursday, "World in Review"; Friday, "Radio News Briefs"; Saturday, "World in Review."

The Dr. Pepper Dixie Network next Sunday afternoon will present its Pepper-Upper Light Opry group in a raw drammer of life in the hills. Music will be furnished by the 21-piece Pepper-Upper Orchestra under the direction of Alexander Keese. The Trace-Lock-Dawson Inc. agency of Dallas handles the account.

John Fitzgerald, staff organist of WHDL, Olean, N. Y., has been chosen by Warner Bros. Pictures to represent it in the national organ contest to be held in Cleveland in September. The winner will get a contract to make Vitaphone shorts and organ recordings for W-B theaters.

Carroll E. King is no longer connected with WRBL, Columbus, Ga., managed by J. W. Woodruff Jr.

WHO, Des Moines, is airing weekly talks by prominent citizens promoting the Citizens Military Training Camps. Programs are on Friday nights.

Philip Keith Palmer has resigned as junior announcer at WMAS, Springfield, Mass.

Dewey Lee Drum, emcee of "Early Riser's Club" on WSOC, Charlotte, has another son, christened David Lawrence.

Ottis Roush of Jackson, Tenn., has joined the announcing staff at WLBC, Muncie, Ind. He succeeds Jack Bush, who resigned to go to New York and try for opera.

Arthur R. McCreary, who built and owned WOQ, first radio station in Kansas City, and later was a radio supply dealer, died last week at his home, Pacific Beach, Cal.

Ed Sims, commercial manager and sports announcer at WMFJ, Daytona Beach Fla., was appointed state commissioner of the Florida State Semi-Pro Baseball Tournament which opened Saturday.

WSOC, Charlotte, had a flock of staff birthdays last week, including Earl J. Gluck, president and manager; Dick Faulkner, Dewey Lee Drum

Bessie Evelyn Paine, who wrote most of the scripts for the WPA Player's group program over WSPR, Springfield, Mass., is now conducting a variety hour program as a sustainer over the same station.

THOMPSON BARTLETT, CBS announcer, journeyed from Chicago to Port Washington, Wis., last week for an annual fish fry participated in by three other friends for the past six years.

Henry Busse now carrying along a femme vocalist, Edith Lane.

Sheila Barrett opened last week at Continental room of Stevens Hotel.

The Prairie Ramblers at WLS are on a vacation. Hired Hands is crew filling in.

Everett Mitchell, head NBC announcer, and wife off for fortnight's vacation in Estes Park, Colo.

Leo Salkin, head man at Consolidated Radio Artists, has been named to Mayor Kelly's Charter Jubilee committee and is taking a hand in mapping entertainment for lake front festivities.

Weed to Survey Canada

Joseph J. Weed, head of Weed & Co., station reps, and Mrs. Weed, will make an extended tour of the Canadian stations on the firm's roster. Leaving here on 19th, NAB convention will be first stop. After that, trip will take in eight provinces in the Dominion.

Purpose of the trip is to observe business and marketing conditions as well as to make a study of broadcasting in the areas served by the Weed stations. Weed will return to New York about Aug. 1.

One-Hour Expo Show on Mutual

Mutual Broadcasting System will stage a one-hour show on June 28 at 10-11 p.m. when the complete show of the Casa Manana at Fort Worth will be presented. Several musical organizations including Paul Whiteman and the Dixieland Jazz Band, as well as motion picture and other stars in the four-part show staged by Billy Rose, depicting the year's four best sellers will be heard. Production has a cast of 300 people.

Kyser from Hotel New Yorker

Kay Kyser's Willys Surprise Party on Mutual will be heard Sunday night from the grand ballroom of the Hotel New Yorker. Originally it was intended to give the performance from the Mutual Playhouse, but the 800 seating capacity fell short of the tickets already distributed. New Yorker room holds about 1,500.

NBC Steals a Trick

CBS paid for the exclusive rights to broadcast the National Open Golf tournament last week, but it was NBC that brought the newly crowned champion, Ralph Guldahl, to the mike for an exclusive interview. Usually anyone signing a sporting event presents the winner on the air.

1	9	3	7
SUN	MON	TUE	WED
4	5	6	7
8	11	12	13
14	15	16	17
18	19	20	21
22	23	24	25
26	27	28	29
30			

June 15
Greetings from Radio Daily
to
Jacques Renard
Max Stuart

NEW PATENTS

Radio and Television

Compiled by

John B. Brady, Attorney

Washington, D. C.

Re. 20,400. Short Wave Converter. Harold M. Lewis, Great Neck, N. Y., assignor to Hazeltine Corp.

2,082,812. Selective Antenna. Robert H. Worrall, Washington.

2,082,813. Oscillation Generator Comprising Electron Discharge Devices. George M. Wright and Noel M. Rust, Chelmsford, England, assignors to RCA.

2,082,820. Antenna Arrangement. Paul Bouvier and Raymond Villem, Paris, France, assignors to Compagnie Generale de Telegraphie Sans Fil.

2,082,825. Radio Communication System. Thomas L. Eckersley, Danbury, England, assignor to RCA.

2,082,839. Filament Structure for Electron Discharge Devices. Nils E. Lindenblad, Port Jefferson, N. Y., assignor to RCA.

2,082,848. Stem for Electron Discharge Devices. George M. Rose, Jr., Orange, N. J., assignor, by mesne assignments, to RCA.

2,082,851. Electron Discharge Device. Newell R. Smith, Bloomfield, N. J., assignor, by mesne assignments, to RCA.

2,082,935. Radio Receiving System. Edwin H. Armstrong, New York.

2,082,941. Counting Apparatus Operated by Radiant Energy. James H. Burnside, New York.

2,082,961. Automatic Gain Control. Winfield R. Koch, Camden, N. J., assignor to RCA.

2,082,992. Molded Base with Contacts. Wilford B. Wallace, Bloomfield, N. J., assignor, by mesne assignments, to Westinghouse Electric & Mfg. Co.

2,083,025. Automatic Gain Control Circuit. Winfield R. Koch, Merchantville, N. J., assignor to RCA.

2,083,026. Automatic Gain Control Circuit. Winfield R. Koch, Merchantville, N. J., assignor to RCA.

2,083,107. Thermionic Tube. Felix L. Yerzley, Ithaca, N. Y., assignor to RCA.

2,083,170. Radio Receiving Set. Virgil Needham, Osceola, Ark.

2,083,190. Welding Apparatus. John W. Dawson, Wilkinsburg, Pa., assignor to Westinghouse Electric & Mfg. Co.

2,083,196. Heating Element for High-Voltage Cathodes. Gerhard Liebmann, Berlin, Germany.

2,083,198. Braun Tube. Siegmund Loewe, Berlin, Germany.

2,083,202. Arrangements for Generating Tilting Oscillations. Kurt Schlesinger, Berlin, Germany.

2,083,203. Braun Tube. Kurt Schlesinger, Berlin, Germany.

2,083,204. Braun Tube. Kurt Schlesinger, Berlin, Germany.

2,083,205. Safety Means for Television Tubes. Kurt Schlesinger, Berlin, Germany.

2,083,209. Braun Tube. Manfred von Ardenne, Berlin, Germany.

2,083,232. Automatic Selectivity Control System. Winfield R. Koch, Camden, N. J., assignor to RCA.

2,083,239. Tuning Control. Ekko Oosterhuis, Eindhoven, Netherlands, assignor to N. V. Philips Gloeilampenfabrieken.

2,083,241. Oscillator Tube. John J. Rogan, Brooklyn, assignor to Hygrade Sylvania Corp.

2,083,242. Method of Direction Finding. Wilhelm Runge, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,083,243. Automatic Gain Control and Noise Suppression Circuit. Otis H. Schade, West Caldwell, and Francis H. Shepard, Jr., Rutherford, N. J., assignors to RCA.

2,083,246. Electronic Musical Instrument. Gilbert Smiley, Brighton, Mass., assignor, by mesne assignments, to G. Willard Rich.

GUEST-ING

JOHN CHARLES THOMAS, XAVIER CUGAT, KAY THOMPSON and MARGALO GILLMORE, on "Magic Key of RCA," June 20 (NBC-Blue, 2 p.m.).

KITTY CARLISLE, on the Phil Baker Show, July 11 (CBS, 7:30 p.m.) BETTINA HALL, on the same show, July 25.

JAMES BARTON will appear in a radio adaptation of "Burlesque" on Kate Smith's Bandwagon June 24 (CBS, 8 p.m.).

Look Magazine to Air Network Show in Fall

(Continued from Page 1)

posed of music and guests each week. A definite tie-up with the guests will be effected by using the artist whose life story appears in pictures in the magazine as the guest on the air. First star to be heard will be Alice Faye.

"Thrills" Renewed Again

West Coast Bureau, RADIO DAILY

Los Angeles — Union Oil's NBC coast "Thrills" program, so successful that Union Oil broke a precedent and renewed at the end of the first 13, now is assured of a third series, with the signing of a new contract by Lord & Thomas agency. Frederick Dahlquist produces, using March of Time technique in dramatizing historic and current thrill episodes, with background of David Broekman's symphony orchestra.

Ted Woodward to WMFO

Birmingham—Ted Woodward, formerly manager of WJRD, Tuscaloosa, Ala., has been transferred to WMFO, Decatur, Ala., in the same capacity, it is announced by J. R. Doss, Jr., operator of both stations.

Woodward came to Alabama from Chicago a number of months ago.

Gets Chaser Account

Birmingham—Sparrow Advertising Agency here has been appointed to handle the advertising of the Eureka Chemical Co., of Sylacauga, Ala., manufacturers of "King Bee Ant Chaser," a bottled liquid for killing ants. E. L. Sykes is account executive. A test radio campaign is planned.

WWVA Studio In Park

Wheeling, W. Va.—WWVA has arranged to install a regular broadcasting studio in Oglebay Park, the state's largest natural park, near here. The Tri-State Farm & Home Hour will originate daily from the park starting June 21. Other regular features also are planned.

2,083,260. Radiating System for Electromagnetic Waves. Paul F. Godley and Edmund A. Laport, Montclair, N. J.

2,083,292. Divavision. Aloysius J. Cawley, Pittston, Pa.

2,083,330. Electron Discharge Device. Vivian L. Holdaway, Brooklyn, assignor to Bell Telephone Laboratories, Inc.

2,083,335. Electric Protective System. Clifford L. Lpudon, New York, assignor to Holmes Electric Protective Co.

2,083,336. Modulation. Frederick C. Lunnon and Harold J. H. Wassell, Chelmsford, England, assignors to RCA.

2,083,346. Electronic Discharge Device. Victor L. Ronci, Brooklyn, assignor to Bell Telephone Laboratories, Inc.

2,083,357. Mutual Conductance Meter. Loy E. Barton, Collingswood, N. J., and Carl C. Chambers, Lansdowne, Pa., assignors to RCA.

2,083,402. Electrode Mounting for Pool-Type Discharge Devices. Hobart E. Rowe, Schenectady, assignor to General Electric Co.

2,083,416. Radio Direction Finding System. Charles B. Aiken, New York, assignor to Bell Telephone Laboratories, Inc.

2,083,420. Coupling Means for Piezoelectric Crystal Elements. Charles H. Atchisson, St. Louis, assignor to Electrical Research Products, Inc.

2,083,474. High Frequency Receiving Apparatus. Ernest Y. Robinson, Enfield, England, assignor to General Electric Co.

2,083,501. Automatic Gain Control. Wm. Cobb Lane, Jr., Clifton, N. J., assignor to Hygrade Sylvania Corp.



Who Reads Radio Daily



STATIONS

SPONSORS

STARS

ADVERTISING AGENCIES

RADIO EDITORS

MUSIC PUBLISHERS

RADIO ENGINEERS

PROGRAM PRODUCERS

TALENT AGENCIES

MOTION PICTURE
EXECUTIVES

EQUIPMENT
MANUFACTURERS

SONG WRITERS

BAND LEADERS



EVERY DAY



A. F. OF M. TO PUSH BAN ON RECORDINGS

(Continued from Page 1)

the AFM president, Weber said. The local enacted rules as to just how records could be made in its jurisdiction and provided that they could not be used in the jurisdiction of any other local unless a number of local musicians also were employed when so used. The result may be that finally no records will be made in Chicago, declared Weber.

Winning of the fight to regulate transcriptions will take a long time, the AFM chief pointed out, due to the extensive catalogs of recordings now available and which users of such music can draw upon. Speaking of court suits in connection with unauthorized use of recordings without the consent of musicians, Weber said that so far every test case had been won. As a result of the organization's efforts, he added, Congress may eventually pass a law giving AFM property rights in the duplication of records.

Following open discussion of the ET subject, probably starting today, recommendations and resolutions on procedure are expected to result.

Amendment to Radio Laws

Weber suggested that the first paragraph of Sub-Section 2-D, Section 2, Article X, page 64 of the organization Radio Laws be amended to read as follows:

"Traveling orchestras or orchestras which play out-of-town engagements may fill engagements for their radio sponsor in the jurisdiction of any local, but are not permitted to function as a studio orchestra."

Also:

"Such orchestras must pay a tax of 50 per cent on the engagement figured from the price of the local in whose jurisdiction they play same," etc.

Nothing in the change of rules as above suggested will interfere with the opportunity of a sponsor to select a local orchestra in preference to a traveling or out-of-town orchestra for a sponsored engagement, Weber pointed out.

Foreign Talent Restriction

Warning against permitting foreign musicians from coming into this country and working in competition with American artists, Weber cited the proposed U. S. engagement of Pietro Mascagni and his Milan La

NEW BUSINESS

Chicago

WMAQ: Scholl Mfg. Co., through Donahue & Coe.

WENR: Scholl Mfg. Co.; Lawndale-Ogden Motor Co., through Schwimmer & Scott.

WGN: Union Pacific R.R., through Caples Co., Los Angeles; Procter & Gamble (Oxydol).

WBBM: Lincoln Life Insurance Co., through Critchfield & Co.

KSL, Salt Lake City

Sears-Roebuck local branch, daily newscast starting June 19, through W. E. Featherstone; Zion's Cooperative Mercantile Institution, thrice weekly; Certon, disks.

WIP, Philadelphia

Pennsylvania-Reading Seashore Lines, through Al Paul Lefton Agency; Journal of Living, through Serutan.

General Motors Sets Two Coast Net Series

(Continued from Page 1)

Lee net. Luther King, rising young colored tenor, Frederick Stark's orchestra and Walter Schumann's choristers will furnish music. Program titled "Royal Troubadour." McMannus, Johns & Adams, Detroit, is agency.

John Fox Altar-Bound

John Fox, CBS sales promotion department, will be married to Rose Bigman, Walter Winchell's Girl Friday, sometime next month.

Cycle Races on WTAQ

Green Bay, Wis.—WTAQ will air two broadcasts Saturday and Sunday from the scene of the American Motorcycle Ass'n annual meeting at Shawano.

Scala Orchestra. Explaining the AFM opposition to allowing the Italian aggregation to work here, Weber said that the organization would not object to Mascagni and his orchestra coming into the country as an artistic organization to give concerts in Carnegie Hall, but objected to the orchestra playing a sponsored radio network series in competition with American musicians. Protest to this effect was recently filed with the Commissioner of Immigration by Weber in behalf of AFM.

Television also came in for comment by Weber, who said the new art is still so beset with difficulties that it is impossible to forecast its effect on musicians, though he believes it will reduce theater attendance.

Regulation of musical recording in the motion picture field also was discussed.

WOR, Newark

Drums Inc. (cleaning preparation), Detroit, through Winningham Inc., Detroit.

WPTF, Raleigh

American Oil Co., through Joseph Katz Co., Baltimore; Goldston's Beach (resort).

WBIG, Greensboro

Norge distributors, renew "Sunday Serenade," 15-minute program with Gwendolyn Farrell, soprano.

WMAS, Springfield, Mass.

American Oil Co., six disk flashes weekly; Crisco, temperature report, 10 times weekly.

WNEW, New York

Lake Hiawatha, spots, through Radio & Film Methods Corp.; S. & G. Theaters Inc., participations, "Scrap Book."

Good Will Tour of Colo. For Admen's Delegation

(Continued from Page 1)

ket and to celebrate the completion of extensive building programs at KLZ and KVOR, is the purpose of the good will tour.

On arrival here Sunday, the good will tour will proceed to Colorado Springs to inspect KVOR and to be entertained at the home of Spencer Penrose, Colorado multi-millionaire mining man.

Executives making the tour include Herbert V. Akerberg, C. J. Baker, F. S. Berend, Osborne B. Bond, B. B. Brewer, L. T. Bush, N. J. Cavanagh, W. J. Davis, Herschel Deutsch, Ted Enns, E. A. Fellers, Elmer Froehlich, Gene Fromherz, Carl Georgi, Jr., Max Hacker, Frank Hakewill, H. E. Hendrick, Maxwell R. Hott, H. H. Hudson, H. L. Hulsebus, George Johnston, R. D. Marvin, John F. Mayer, Paul C. McCormick, George McGivern, Robert McNell, R. Metzger, George Pearson, R. J. Potts, E. S. Pratt, N. H. Pumpian, Allen Russell, John R. Sarles, Ray G. Simmons, C. P. Simpson, G. L. Trimble, F. C. Weber, Harry Walsh, Ralph Bateman, Morris Beck, Fred Bell, George Brett, Lowell Jackson, Eugene Katz and S. L. Katz.

Forming WLBC Dramatic Group

Muncie, Ind.—Bill Davies, new production head of WLBC, is organizing a group of dramatic players to go on the air shortly.

C. P. MacGREGOR

Hollywood

AT the CONVENTION

Room 423
Sherman Hotel

NBC SIGNS BARRYMORE IN SHAKESPEARE WAR

(Continued from Page 1)

III", "Macbeth", "King Lear", "Richard II" and either "Winter's Tale" or "Cymbeline".

CBS previously announced "Hamlet", "Macbeth", "King Lear", "Twelfth Night", "As You Like It", "Taming of the Shrew", "Henry IV" and "Much Ado About Nothing". Burgess Meredith has been mentioned as likely to appear for CBS.

NBC pioneered in the broadcasting of Shakespeare, having presented its first play, "Macbeth", on Sept. 8, 1929. Since that time, more than 60 performances from Shakespearean works have been aired by NBC.

"Good Will Hour" Survey Gives Show High Mark

(Continued from Page 1)

Research Corp. shows that of the persons contacted by phone and who were able to identify station or program to which they were listening, 41.42% reported that they were listening to "Good Will Hour." Next most popular station had 20.42% of the audience; third most popular station, 19.14%; fourth, 9.28%; fifth, 7.88%; all other stations, 1.86%.

Total of 3,041 completed calls were made in the New York area between 10 and 11 p.m. June 6. Those who were tuned to stations other than WMCA were asked the question "Have you ever listened to the 'Good Will Hour' broadcast on WMCA?" and 57.19% of the listeners interviewed definitely remembered listening to the program at some time or other—42.49% of these stating that they had heard "Good Will Hour" as recently as one or two weeks previously.

Same question was asked of persons who were not listening to the radio at the time the phone call was made. Of this larger group, 50.73% recalled having heard "Good Will Hour." Of this group, 42.86% said they had listened either one or two weeks previously.

Survey was made at instigation of the publishers of a popular magazine who are considering sponsorship of the program.

ONE MINUTE INTERVIEW

EILEEN BARTON

"West Coast radio studio audiences are more responsive to the ethics of studio broadcasting than those of any other section of the country. While Milton Berle broadcast from Hollywood, he was given every consideration from the audience which permitted his MUGGING and still did not disrupt the airing and appreciation of the show for the dialers."

CONSOLIDATED RADIO ARTISTS, INC.

30 Rockefeller Plaza, N. Y. CO. 5-3580
CLEVELAND • CHICAGO • DALLAS • HOLLYWOOD

America's Leading Radio and Dance Orchestras

BAND OF THE WEEK
BARNEY RAPP
and his
New Englanders
with Ruby Wright
BEVERLY HILLS COUNTRY CLUB
Newport, Ky.
WLW, Cincinnati—NBC Network



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 90

NEW YORK, N. Y., WEDNESDAY, JUNE 16, 1937

FIVE CENTS

Ascap Invited in AFM

Looking On AND LISTENING IN

TRENDS Proving either that show business will always be show business no matter what form it takes, or that radio is hard up for original ideas, the broadcasting game is getting more like the theater every day.

One successful new air program brings on a flood of imitations; a novelty on the Transcontinental Network is quickly copied on the Cross-Country Web; and now the two leading chains are going to present Shakespearian cycles not only day-and-date but hour-and-hour.

Program producers are considering "road tryouts" to test their material the same as Broadway does; theater tours by name radio attractions are increasing; and visible audiences are being built up steadily by a medium that should do its utmost to promote, please and protect its aural following.

The radio horizon still invites no end of conjuring, and, if present trends continue, it doesn't require a rubber imagination to visualize a day when a good proportion of radio programs will be traveling units, putting on shows in different towns each week, and presenting these shows in large studios with a charge for admission.

Many interesting potentialities suggest themselves here.

At any rate, if there is to be a scrambling of stage and radio, and if studio audiences are to expand, let it be on a radio-stage partnership basis for all-around benefit.

Reverting to the topic of new ideas, one reason for the sad deficiency on this score is due to the present discouraging system.

It is the free-lance production men who keep radio fresh and alive, yet these

Pushing Sales

Philadelphia — WDAS has a sponsor who not only tries to sell merchandise to his listeners, but offers to give them a 15 per cent commission on all sales made to customers who are brought into the store by the said listeners.

Advertiser in question is Reinhardt's, electrical appliance merchant.

PHILCO GIVING CARTER COAST-TO-COAST AIRING

Boake Carter on July 5 will inaugurate a coast-to-coast series of news programs for Philco, aired over 60 CBS stations on Mondays, Wednesdays and Fridays, instead of the five-a-week schedule as at present. Same time period, 7:45-8 p.m., will be retained. It is also rumored that Carter will alter his style of news presentation, leaning away from the personal opinion angle.

Present series is aired on 23 stations.

(Continued on Page 4)

Jeanette MacDonald Set For Vick's New Series

Jeanette MacDonald, star of the screen and stage, has been signed by Vick Chemical Co. to head its radio show for 1937-38. Miss MacDonald succeeds Nelson Eddy. Program is scheduled to return to the air in September, with the time and network as yet unannounced. It is believed, however, that sponsor will remain on CBS. Orchestra and ad-

(Continued on Page 4)

Sunoco Test Program In Foreign Language

Sun Oil Co. (Sunoco products) enters the foreign language field with a test program in Jewish over WBNX. Account, placed through Roche, Williams & Cunyng Inc., Chicago and Philadelphia, consists of daily announcements for an indefinite period on Abe Lyman's established Jewish programs which have been aired over WBNX at 1:30 p.m. for five years.

Radio Dizzy from Surveys, PACA Convention is Told

New Campaign Planned By Wash. State Apples

Wenatchee, Wash.—Radio advertising will be part of next year's campaign planned by Washington State Apples Inc., of which Major C. E. Chase of this city is secretary-manager. Organization is now completing a \$200,000 sales promotion on the state's apple crop.

Musicians' Federation Anti-Disk War Opens Way for Music Men to Affiliate with AFL Union

Slur!

Montreal—In connection with a proposed amendment to the Quebec Liquor Act making it illegal to serve music with beer in taverns, a ruling by the Quebec Liquor Commission says: "Radios will be tolerated—they are not music."

STATE OF PENNSYLVANIA PREPARING CBS SERIES

State of Pennsylvania is preparing a show for 10 half-hour weekly coast-to-coast broadcasts over CBS this summer. Program is part of Governor Earle's campaign to bring vacationers to the state. Shows will either have musical background emanating from New York or dramatic features coming from Philadelphia.

(Continued on Page 4)

WIND Gets Exclusive On U. of Chi. Football

Chicago—WIND of Gary and Chicago yesterday bought exclusive rights to next fall's University of Chicago football broadcasts. Price was not disclosed. This is the first agreement of its kind made by WIND.

(Continued on Page 4)

Louisville—Strenuous measures to curb the inroads of phonograph records and electrical transcriptions are proposed by the "Supplement to the President's Report" to the 42nd Annual Convention of the American Federation of Musicians, now in progress here, leaves the way open and virtually contains an invitation to Ascap and all other music writers and publishers to become affiliated with the AFM, and of course the AFL.

That Ascap would probably prove

(Continued on Page 3)

NEW H'WOOD STUDIOS FOR DON LEE NETWORK

West Coast Bureau, RADIO DAILY

Los Angeles—Don Lee Network will build new Hollywood studios or lease the present NBC quarters to take care of increasing coast originations for Mutual chain, it was stated yesterday by Lew Weiss, head of Don Lee web. Weiss is leaving for the east to confer with Mutual executives regarding fall production schedule here.

VanCronkhite Adds Five Members to Staff

Five staff additions, including some celebs, have been made by VanCronkhite Associates Inc. and its Radio Features division.

Johnny Evers, of "Tinker to Evers to Chance" baseball fame has joined

(Continued on Page 8)

WJNO to Celebrate

West Palm Beach, Fla.—WJNO, whose first anniversary is July 31, will have several reasons to celebrate. Its power increase to 250 watts is doing a swell job. Summer tourists are plentiful. Several new national accounts have signed with the station, and the summer outlook is fine. George A. Hazlewood is g.m.



(Registered U.S. Patent Office)

Vol. 1, No. 90 Wed., June 16, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk and Verne Bailey, 6425 Hollywood Blvd. Phone Granite 6607.

Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

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FINANCIAL

(Tuesday, June 15)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	165	163 1/4	165	+ 2 1/4
Crosley Radio	19	18 1/2	19	+ 1/4
Gen. Electric	51 1/2	49 7/8	50 7/8	+ 1/2
North American	22 3/4	22 1/2	22 3/4	— 1/8
RCA Common	8 1/4	8	8 1/4	+ 1/8
RCA First Pfd.	65 1/4	64 1/4	64 1/4	— 1 1/4
RCA \$5 Pfd. B				
Stewart Warner	18	17 1/2	18	
Zenith Radio	31 1/2	31 1/4	31 3/8	+ 1/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.	15 1/2	15 3/8	15 1/2	+ 1/2
Majestic				
Nat. Union Radio				

OVER THE COUNTER

	Bid	Asked
CPS A	26	27 1/2
CBS B	25 1/2	27
Stromberg Carlson	12 1/2	13 1/2

CBS and Library Ass'n In Shakespearian Tieup

Chicago—Frank Rand of CBS has made a tieup with the American Library Ass'n in connection with the forthcoming series of Shakespearian plays to be presented by CBS. In addition to Shakespeare displays in libraries, the deal may result in some of the libraries placing radio receiving sets in their lecture halls for groups of listeners.

Edwards Quits CRA

Gus C. Edwards, general manager of Consolidated Radio Artists Inc., has resigned. No successor has been named yet by Charles E. Green, CRA president.

"Wheaties Champions of Harmony"

KAY & BUDDY ARNOLD

Sponsored by General Mills

WMCA 2:30-5:30 Daily

17-Hour Show for One Sponsor

St. Louis—Something in the way of radio history was made here Saturday when KMOX aired a 17-hour show on behalf of a single sponsor, St. Louis Dairy Co., to celebrate the opening of its newly enlarged dairy plant. Jimm Daughterty Agency placed the show, which included one full-hour, nine 30-minute, two 15-minute programs and a two-hour baseball game. Started at 7 a.m. and ran through midnight.

Principal talent included Jack Fulton, Celestial Choir, Ben Feld's Orchestra, Harry W. Flannery, Josephine Halpin, Mid-Day Minstrels, Pappy Cheshire's hillbilly band, The Rhythm Band with Joe Karnes, Marvin E. Mueller and Maurice Cliffer in "The Pulse of the City", a radio version of "Dark Angel" with Dolly Orton and Marvin Mueller, Venida Jones, Shumate Brothers, Lorraine Grimm, Al Cameron, Frank Cooley, Junior Radio Parade and Don Phillips. France Laux announced the baseball game.

LOOKING ON

...AND LISTENING IN
(Continued from Page 1)

toilers not only get little or no recognition for their labors, but they have such a struggle to even obtain a hearing for their ideas that most of them give up in disgust.

Too many sponsors and their agents would rather copy a current hit program than try a novelty of their own.

Give the new idea men a break by cutting out the red tape nonsense, and see what happens.

Earl Bachman Returns From K. C. Assignment

Earl Bachman, contact man for Ferguson & Aston, station reps, is back in New York from a four-week stay at KXBY, Kansas City. Bachman went out to aid on promotional work with the intention of remaining two days, but was kept there the additional time by Hal Makelin, recently appointed station manager. Bachman reports business on the upswing and the new studios as being up-to-the-minute.

WBNX Russian Program

"Russian Nights", presented in the Russian language, with Arriga Moscow Art Orchestra and Peter Stogoff, starts Saturday at 8-8:30 p.m. over WBNX as an addition to the station's foreign schedule.

Lowell Thomas Airs Prince

Lowell Thomas had a distinguished guest of honor on his NBC-Blue broadcast yesterday evening in the person of Prince Fumitake Konoye, son of Japan's Prime Minister. Prince Konoye is a student at Princeton and adept at golf. He talked informally with Commentator Thomas for several minutes.

Graves Taylor a Daddy

Cleveland—Graves Taylor, press director of WGAR, on Monday became the father of a boy weighing nearly eight pounds. Newcomer has been tagged William Graves Taylor. Papa Taylor's printed announcement of the event put the recipients in stitches.

WIRE Market Reports

Indianapolis—WIRE will dedicate a forwarding booth at the Stock Yards on June 22 and will carry government reports and market news four times daily. News will be sent all over the yards by P. A. system.

NBC Hollywood Studios Having Ticket Headaches

West Coast Bureau, RADIO DAILY

Los Angeles—NBC is nursing one of Hollywood's worst headaches over the ticket situation. With at least three shows that every big shot and friend of a big shot wants to see, and with studios that seat only a few more than 200 guests, even the most diplomatic turndowns fail to soothe hurt feelings.

What makes it worse is the fact that CBS shows are aired in big theaters, with plenty of tickets.

Ticket allotment by NBC gives sponsors and agencies 70 per cent of the seats for each show. That leaves around 70 tickets, or 35 pairs, with which NBC has to take care of 300 newspaper, magazine, syndicate and special assignment writers, along with a huge vacation time crop of visiting firemen, friends and visiting newspaper men.

Chase & Sanborn, Sunday afternoon hour show, not rebroadcast for the Coast, is the worst. Next comes Jack Benny, with two shows, then the Kraft on Thursday nights, followed by Fibber McGee, Burns and Allen, Johnny Green, "Thrills" and the Gilmore Circus, with demand in that order. Benny requests on file ahead 'way into the fall.

2 New CBS Series

CBS yesterday set two new series to begin within a month. Margaret Daum, soprano, now appearing in the St. Louis Municipal Opera, will be heard every Tuesday at 4:30-5 p.m. beginning June 22. With the July 5 airing, the time will switch to 6-6:30 p.m. Ben Feld and a concert orchestra will also be heard on the show, originating from the KMOX studios.

Second series, "Bases of Piano Literature," begins July 10 and will be heard weekly at 7:30-8 p.m. Program will feature Jacques Jolas, well known piano instructor.

Walter P. Burns Moves

Walter P. Burns & Associates will move today from 724 Fifth Ave. to 7 West 44th St.

RALPH KIRBERY

"The Dream Singer"

MANAGEMENT

WILLIAM MORRIS AGENCY

BILL MURRAY

COMING and GOING

T. L. EVANS, president of KCMO, Kansas City, will go to Washington following the NAB convention to appear before the FCC at the hearing of station's application for an increase in power.

MRS. MARTIN JOHNSON sails today aboard the Normandie en route to Africa to make a picture.

ETHEL EVERETT, radio actress, sails on the Ile de France Saturday for England and France and will remain there until August 4.

HUGO BULOVA, president of the Bulova Watch Co., with MRS. BULOVA, sails today aboard the Manhattan for Europe.

CHARLES B. GARY, vice-president of the Liggett & Myers Tobacco Co., is also listed among the Manhattan passengers.

PHIL RUBINOFF returned yesterday from Hollywood after a nine-week absence.

JEAN MASSON, director of the Radio Luxembourg Broadcasting Station, and MRS. MASSON sail today on the Normandie.

JULIUS SEEBACH, WOR program director, returns to his desk on Monday after a three-week vacation on his Georgia farm.

ARTHUR H. HAYES, eastern sales manager of Radio Sales Inc., left town for Chicago last night.

Goldman Concert Series Over NBC-Blue Network

Summer series of 16 band concerts directed by Dr. Edwin Franko Goldman will be aired over the NBC-Blue network starting Sunday. Programs will be heard Sundays, except July 4, at 8:30-9 p.m. and on Mondays at 8:30-9:30 p.m.

Paley Cancels Sailing

William S. Paley, CBS president, scheduled to sail on the Normandie today, cancelled his reservation at the last minute. European vacation has been postponed for about ten days. The NBC-CBS Shakespearian feud is believed to be the reason.

David Sarnoff, RCA president, also was scheduled to sail for Europe this month, but Frank Mullen's office yesterday advised that no sailing date had been set as yet.

"Headlines and Melodies"

A half-hour daily news program interspersed with appropriate sound effects and musical selection, all under the title of "Headlines and Melodies," has taken the air at WHBL, Sheboygan.

"BARON MUNCHAUSEN"

JACK PEARL

RALEIGH and
KOOL CIGARETTES

WJZ-10 P. M. E.S.T.—Friday
NBC Network

Dir.: A. & S. LYONS, Inc.

ASCAP-AFM AFFILIATION IS SEEN AS LIKELIHOOD

(Continued from Page 1)

amenable to such a move has already been indicated in course of an address by E. C. Mills, head of the Ascap administrative committee, who made allusion to an AFL affiliation at the recent annual Ascap meeting.

Specifically, Joseph N. Weber, president of the AFM, proposes in his "supplemented report" that:

3. "The officers of the Federation shall join efforts with any other group of men or association to bring about a better regulation of the use of records in favor of musicians, and if necessary on behalf of the Federation, enter into a contract with such organization for that purpose."

Recommendation that the delegates vote for an addition to the by-laws permitting the affiliation of organizations apart from instrumentalists, copyists or arrangers is also made, and provision for own autonomy so that the by-laws do not contradict those of the AFM. Support is promised to the affiliated organizations which Weber strongly advises that the AFM take them into the fold.

From this standpoint, it is believed not impossible that, if a tie-up should be made between AFM and Ascap, the latter as a "union" could not be construed as subject to anti-trust or restraint of trade prosecution. Toward this end Ascap could then refuse to license a station not hiring union help and AFM would refuse to play at stations, etc., where non-Ascap music is played or where not Ascap-licensed. Together the indiscriminate use of recordings could then be controlled to great extent.

However, after going thoroughly into the disk angle, Weber explains that the AFM will not be served by an absolute ban on disks, since recordings could still be imported from England, etc.

More Disk Suggestions

Weber further made "suggestions regarding records in one of five proposals. (No. 3 mentioned above).

"1. The question of confining the making of recordings to three each in three-hour sessions shall be taken up with the recording companies and pressed for adjustment.

"2. The question of confining the records made by our members to home or non-profit use, and that each record must contain a statement to this effect shall be taken up with the recording companies for the purpose of pressing for an agreement with them covering the matter.

"4. Take up the question with manufacturers of electrical transcriptions and press for an understanding that members can only make such transcriptions on condition that same be

NEW PROGRAMS—IDEAS

WLTH Answers Questions

Problems of the heart, cooking queries, technical questions, or what have you, are being answered by WLTH in a new program titled "Information, Please," originated and being scripted by Stanley Field, program director. Listeners with questions to ask are told to call Orchard 4-1203 and ask for Doris Webb, who answers: "This Is Information." Field is the expert on serious affairs of the heart, while Arnold King, engineer, helps answer technical queries. When "stickers" are encountered, the whole office force, even execs, put their noodles together.

Musical Novelties

Talent from among the oldtime musicians of the vicinity takes part in "Call of the Black Hills," new program over KOBH, Rapid City, S. D. Regular oldtime barn dance combination is used, with Archie Hall and Frank Crilly as vocalists.

"Bill Welch at the Organ," daily, sustaining on KOBH, is another unique program, making unusual combinations available for local interest. Oddities include blending of transcriptions and organ and the simultaneous performance of Staff Pianist Sindelar and Bill Welch at the organ of the Elks Theater a block away. All numbers are request.

"Studio Revue," the show put on Sunday afternoons by the station's staff, also has gone over well.

"All-Sports Forum" Clicks

Franklin "Whitey" Lewis, WGAR (Cleveland) sports editor, has created an innovation in sportscasts. He

Socony Baseball on WCAX

Socony - Vacuum Oil Co. began yesterday over WCAX a series of play-by-play descriptions of all home games of the Burlington, Vt., baseball team. Holland (Dutch) Smith and Lawrence (Whitey) Killick will do the announcing. J. Stirling Getchell Inc. placed the account, to run until the end of the season.

Dental Hygiene

KFOR, Lincoln, is airing a program all summer which will feature local dentists talking about care of the teeth. Jack Hanssen, special eventer for the station, sold the idea to the Dental Convention, experiencing no trouble in hurdling the "ethical" argument. It's a once-weekly feature.

used for a certain period only, and for no other purpose than that for which they were originally made, and that after the expiration of that period, they must be turned over to the Federation to be destroyed."

Reference to sound track on film and the situation with Muzak (wired radio) is also mentioned by Weber for convention consideration. Photographing of dance bands and music on films and played in dance halls is touched upon.

is staging what is called the "All-Sports Forum."

Each Wednesday evening, Lewis gathers sports figures, questioners and others for a thirty-minute discussion of activities in the sport current at the moment. Joe McCarthy, Lou Gehrig, Steve O'Neil, Billy Sullivan, tennis champs, golf professionals, swimmers and others have been his guests during the past weeks.

Following a 10-minute interview with the sport celebrities at hand, Lewis gives persons in the audience chances to either speak for two minutes on some pertinent sports subject or to ask either him or the guest to answer their question. Time allowed for questions or talks is 20 minutes.

In three weeks of such forums, a total of 750 persons have come to WGAR's Hotel Statler studios to participate.

Little Known Local Facts

"Did You Know?" is the title of one of the newest commercial shows at WWJ, Detroit. On this program, E. A. McFaul, a member of the University of Detroit's speech department, relates unusual and little known facts about the city of Detroit. McFaul delves into the inner workings of the great city's industry, government, and business to discover the surprising actualities that are never apparent to the average citizen.

In addition to spending many hours in gathering material through research and interview, McFaul writes the show, and, also, puts it on the air five days a week under the sponsorship of the Industrial Morris Plan Bank.

Teller County Telling World

Teller County, Colorado, which embraces some of the most beautiful scenery in the rampart range of the Rocky Mountains, as well as such historical towns as Cripple Creek, Victor, Goldfield, Florissant, Divide and Woodland Park, is "telling the world" by radio about its points of interest this summer.

Each Thursday night, following Major Bowes' Amateur Hour, the Teller County Program takes the air over KVOR, Colorado Springs. R. G. Van Horn, prominent Teller citizen, does informal announcing assisted by a regular staff announcer, and a 10-piece orchestra, directed by Tom Teller, does some neat swinging-out. John Bissell, formerly with Emerson Gill, is featured soloist, and a guest star is presented each week.

C. P. MacGREGOR

Hollywood

AT the CONVENTION

Room 423

Sherman Hotel

MORE DELEGATES SET FOR NAB CONVENTION

Roster of delegates to the NAB convention continued to grow yesterday, with more than a score of new names added.

Among latest to report convention intentions were Harold E. Fellows, WEEI, Boston; John A. Holman, WBZ-WBZA, Boston; Sid Q. Noel, president First National Television and KXBY, and Hal Makelim, manager of KXBY, Kansas City, Leslie Joy, manager of KYW, Philadelphia.

Managers of all CBS owned and leased stations and members of the staff of Radio Sales Inc. along with Edwin S. Reynolds, sales promotion head, will hold a sales meeting in Chicago next week coincident with the NAB convention.

Those who will attend are John McCormick, WKRC; Bill Schudt, WBT; Harold Fellows, WEEI; Harry Witt, KNX; James D. Shouse, KMOX; Earl Gammons, WCCO; A. D. Willard, WJSV and Arthur Hayes, J. Kelly Smith, J. K. Craig, George Moscovitz, Arthur Kemp and Paul Wilson from Radio Sales.

Other CBS officials who plan to attend the convention are Donald Thornburgh, vice-president in charge of west coast activities; Mefford R. Runyon, vice-president; Hugh K. Boice, vice-president in charge of sales, may attend; Jack Dolph, west coast sales head.

Arthur Hayes left town last night for Chicago to visit WBBM before the convention gets under way. After the conclave he will entrain for Minneapolis to visit WCCO, then on to KMOX, St. Louis, and Detroit. Trip is a part of a western trek Hayes makes annually.

Mutual's Press Breakfast

Mutual Broadcasting System has sent out daily invitations to the working press to attend a "Crack O'Dawn Breakfast" at 8:30-10 a.m. on the opening day of the NAB convention in the Hotel Sherman, Chicago. The thoughtful idea is to fortify the reporters for the grind that is ahead of them.

KGVO Enlarging Studios

Missoula, Mont.—KGVO studios will be enlarged to accommodate growing activities, according to Manager Art Mosby. Second floor of the newly purchased brick building will be remodeled.

HARRY SALTER

CONDUCTS THE

LUCKY STRIKE HIT PARADE

NBC RED NETWORK

WEDNESDAYS: 10 P. M. EDT

CLAUDE SWEETEN

PHILCO GIVING CARTER COAST-TO-COAST AIRING

(Continued from Page 1)

tions scattered throughout the east and as far west as Dallas. New set-up will give Carter his first national network in the Philco series. H. V. Kaltenborn substitutes for Carter while he is on vacation the week prior to starting his new series.

WIND Gets Exclusive On U. of Chi. Football

(Continued from Page 1)

Chicago, also the first exclusive football contract in the Big Ten. Other stations have sold to one station or sponsor, but have left openings for sustaining broadcasts. WIND deal assures airing of such important games locally as those with Princeton, Ohio State and Wisconsin.

WIND is seeking a commercial sponsor but is not near signature yet. Deal was made by President Ralph Atlass of WIND. Russ Hodges, now doing WIND baseball, will handle the games.

Amer. Home Products Renews 2 CBS Shows

American Home Products Co. has signed 13-week renewals for two CBS programs, "Romance of Helen Trent" (Edna Wallace Hopper cosmetics) and "Our Gal Sunday" (Anacin, Fly-Ded), effective July 28. Former show is heard Mondays through Fridays, 12:30-12:45 p.m.; latter program, Mondays, Wednesdays, Fridays, 12:45-1 p.m. Blackett-Sample-Hummert Inc. is the agency.

CBS Sets Record Web For Shakespeare Cycle

The largest group of stations ever to carry a series of sustaining features on the CBS network has been set for the web's cycle of Shakespeare dramas. As previously announced, the series starts Monday, July 12, from 9-10 p.m. To date CBS has lined up 93 outlets with the prospect of more coming in. Until now the largest sustainer network carried the New York Philharmonic Symphony Orchestra program.

GUEST-ING

FRANK FAY, on Jack Oakie program, June 26 (CBS, 9:30 p.m.). Deal set by Rockwell-O'Keefe Inc.

CHARLES WINNINGER, on Jack Benny program, June 20 (NBC-Red, 7 p.m.).

PIETRO DI DONATO, author, interviewed by Leah Plotkin, on WPA's "Exploring the Seven Arts," tonight (WQXR, 9:45 p.m.).

DICK POWELL, HUGH HERBERT, LEE DIXON, DORIS WESTON and ANN JENKINS on Hollywood Hotel, June 25 (CBS, 9 p.m.).



● ● ● Billy Rose's refusal to release Everett Marshall from the Fort Worth Centennial on Sundays, is the reason the baritone will be off the Rubinoff-Chevrolet show. Idea was for Marshall to fly in for the program and then back to Texas... Walter Cassel is arranging a release from Warner Bros. to continue in this spot... Meredith Willson, NBC's west coast musical director, is Al Goodman's successor on Show Boat starting July 8... Leonard Stokes of the Town Hall Quartet will be the emcee of tomorrow's Maxwell House airing... Morton Downey is fully recovered from his flu siege in London and will return shortly... Horace Heidt heads a one-hour Variety Show coming from the Biltmore as a Saturday night (8-9 p.m.) sustaining on Mutual network... George Fischer's "Hollywood Whispers" will have the entire MBS net when it adds four more stations this week. Program is sold for the fall... "Rhythm By Ravell" is the title of the series of Vitaphone shorts Carl began yesterday.

● ● ● Buzz Hoover, KFRA, Greeley, Col., radio auctioneer, on Saturday will stage his third annual picnic tour for the kiddies who have appeared on his regular morning show... Colorado's police patrol will escort 150 kids to Denver, visiting the Denver Post plant and other points of interest... Charlotte's WSOC staged another novelty broadcast when WAAK, the station's mobile unit transmitter was set up at a local swimming pool... The engineers rigged up a diving helmet with a mike and earphones for a two-way conversation between the diver and the man above water... Paul Morris, WSOC's program head, and Dewey Drum, announcer, were the chatterers, with Paul bravely diving as Dewey remained above to tell Morris what he thought of the program chief. Also, the other day, Paul went with a mike into the local Post Office and interviewed Uncle Sam's help so as to inform the tax-payers and stamp-purchasers exactly what happens when we entrust private letters in their hands.

● ● ● Though the contract hasn't been signed yet, Benay Venuta will succeed Shirley Ross on the Ken Murray show... Judy Starr has handed in her "notice" to Rudy Vallee and will leave the crooner upon completion of the Astor engagement. She'll either go to the coast and pictures or team up with her SISTER, Patricia Norman, and do a "sister act" for MCA... Mitzi Green and Wynn Murray of "Babes In Arms" audition for a fall show—just as soon as their colds are cured... Johnny Green will present four new songs on his Tuesday Packard airing written by movie stars and their identity will be withheld until the broadcast... With everyone rushing to the country to get away from the city's sweltering heat, Zeke Manners, the hillbilly, has moved into a city apartment, where he says he'll wear shoes and have a "house-cooling" shindig shortly... Abe Lyman is very sick and confined to his room.

● ● ● WMFJ, Daytona Beach, Florida is very civic-minded as you may judge from the following... The station has abandoned the idea of sticking mikes into various towns to boost outside communities... Instead, while plugging the State as a whole, they found that if they concentrated on the features of Daytona they would be serving the local fans, business firms, and various organizations... The station will not attempt to sell radio advertising to clients with the view of attracting Daytonians to other towns and enticing local trade to neighboring towns... KGVO's "It's Barn Dance Tonight" is being considered by two advertisers as an excellent buy for a test program... If show sells, will then be put on four stations... The WINS baseball team will inaugurate its night baseball season tomorrow nite in a game with the Springfield Club of Long Island City.

STATE OF PENNSYLVANIA PREPARING CBS SERIES

(Continued from Page 1)

delphia. It is understood \$15,000 weekly will be spent for talent. Barnes & Aarons, Philadelphia, is the agency.

Jeanette MacDonald Set For Vick's New Series

(Continued from Page 1)

ditional talent have not as yet been signed, but the show will originate from the CBS studios in Hollywood.

Miss MacDonald is the third big-name artist to be signed for the program by J. L. Rawlinson, radio director of Morse International, agency handling the program. Previously Grace Moore and Nelson Eddy were starred.

Renewing Al Pearce

Ford Motor Co. on July 6 will renew the Al Pearce and his Gang program, "Watch the Fun Go By," on 70 CBS stations, Tuesdays, 9-9:30 p.m. Renewal will run for 13 weeks and was placed by N. W. Ayer & Son, Ford's advertising agents.

Fels-Naptha Shifts Time

Fels-Naptha shifts its present CBS program to Mondays, Wednesdays and Fridays, 1-1:15 p.m., starting July 19. Effective with the shift, WJAS, Pittsburgh, will be added to the network. Program features Jack Berch and Mark Warnow's orchestra. Young & Rubicam Inc. has the account.

ST. LOUIS

Kathryn Turney Garten, prominent literary commentator and book reviewer hereabouts, broadcast the Municipal Opera's preview of "Great Waltz" on Sunday over KSD as the first of a summer series. Response to her commenting was excellent.

Roy Stockton, who has been on the road with the Cardinals, is back at KSD with his Today's Sports program.

KWK is piping rural talent direct from the little Missouri hamlet of Festus for its Saturday Night Barn Dance program. Charlie Stookey and his Early Birds head the talent.

1	9	3	7
SUN	MON	TUE	WED
4	5	6	7
10	11	12	13
17	18	19	20
24	25	26	27
31	28	29	30

BIRTHDAYS

June 16

Greetings from Radio Daily

to

Tom Howard	Grace Albert
Stuart Allen	Al Llewelyn

WITH THE ★ WOMEN ★

By ADELE ALLERHAND

BOB HOPE'S new "Honeychile" (of the air) is Claire Hazel, columnist from South Ca'olina, who replaces Margaret Johnstone... Marge is back on the ether, having named the new scion Richard Jean, just like his pappy.... Kathryn Cravens to TWA to the Hollywoods, to broadcast from there, interviewing West Coast celebs for the airwaves.... June Aulick, CBS press dept. lassie, accompanies her for vacation reasons, their date of departure being July 2.... Deanna Durbin, the little girl with the big voice, leaves the Eddie Cantor show June 20.... The Dionne damsels have penned their first fan letter, by proxy.... Dr. Dafoe wrote it, and it was addressed to Hazel Glenn of nursery rhyme fame, who's heard on the Dafoe program.... Ray Block's newly signed "Singing 14" includes 6 gals: Frances Adair, Genevieve Rowe, Marian McManus and the "Blue Flames", a femme trio.... Isabel Manning Hewson, who'll hold forth on the news behind the headlines on a soon-to-be "Heinz Magazine of the Air" broadcast, rates armfuls of posies for the statement, "Just because you're a woman you don't need to gush on the radio".... Them's our sentiments....

▼ ▼
Ed East & Madame planning a Gallic interlude.... They'll sail the end of the month for Paris to spend the summer there.... Ralph Dumke, the other half of the combination, and wife, will rusticate at Truesdale Lake during the hot spell.... Mercedes McCambridge, NBC thespian, added a B.A. to her name June 7.... She was graduated from Mundelein College, Chi., on that date.... Ruth Cross, the gardening gal, will discuss flower festivals on her June 19 broadcast, then rush back to Winsted, Conn., home territory, to help crown the queen of the laurel festival....

▼ ▼
Helen Radis of WSOC, Charlotte, celebrated a birthday last week.... Allan Prescott of "Wifesaver" fame is busy telling people how resourceful the American hausfrau is these days.... Claims that of 50,000 household hints received by him, since the program's inception, less than 5 per cent were duplicates.... Jean Dickenson, the songbird whose childhood was spent on the wing, says in India camphor is used as seasoning.... Margaret LeWerth, whose sustaining program celebrates its 75th broadcast, spent last week-end not listening to the radio, somewhere in the wilds....



"GOLDEN MELODIES"

Sustaining

NBC-Red Network (originating at KOA, Denver), Saturdays, 2:30-3 p.m. EST.

VARIED MUSICAL PROGRAM OF GOOD VOCAL AND INSTRUMENTAL QUALITY.

This program, not released over originating station because of time conflicts, is taken by most of the Red network stations of NBC. The orchestra, top musicians of Denver, produce a varied program of music of various nationalities with an ease that stamps the result A-No. 1. Their best on the program caught was "In a Chinese Tearoom," but was the best only by a small margin. Mimo Bonaldi, station artist, uses his wide-range baritone voice to good advantage. He has plenty of power behind it, and was best in "The Rogue Song." He finished with a composition in his native tongue, Italian. It was on this program that Jean Dickenson, now starring on Bayer Aspirin hour, got her start, and localities expect Bonaldi to be grabbed for some of the big commercials soon. The orchestra is efficiently directed by

Henry Trustman Ginsberg. Clarence Moore does the announcing job in ace manner.

"CAPTAIN TIM'S SPY STORIES"

Sustaining

WINS-N. Y. Broadcasting System, Tuesdays, 3:30-4 p.m.

SUSPENSEFUL DRAMATIZED INCIDENTS OF ESPIONAGE IN WARTIME.

Spy episodes from the World War form the basis for this new series under the auspices of the WPA, and judging from the first installment they ought to click well with listeners who go for suspenseful thrills and action.

After the introduction of Captain Tim Healy, who paid tribute to the anonymous and usually unrewarded heroes of the war—the spies—a dramatized episode of espionage activities in France was presented. Written and staged with fairly good skill, the skit held interest very nicely.

Vernon Radcliffe, radio production manager of the WPA in New York, is credited with the scripting.

Radio to Finance Plays

Financing of stage plays by radio interests as a means of developing material the same as some movie companies have done, is seen as a coming practice by broadcasting people. Among dramas expected to reach Broadway this fall with the aid of radio coin is one by John Fleming, whose radio serials are handled by the Script Library and are now playing over a number of stations.

Dr. Hutchins on NBC

Robert Maynard Hutchins, president of University of Chicago and noted educator, will deliver the third national commencement address over the NBC-Blue network Friday at 8:15 p.m. Subject is "A Philosophy of Life".

WFIL Mail Jumps

Philadelphia—Mail received at WFIL in May set a new record for one month in the station's history, totaling 31,627. Of this total, 61 per cent represented solicited or contest communications. Of the remainder 41.4 were letters of praise and 16.1 gave criticism.

Bide Dudley Back

Bide Dudley, back from a visit to Hollywood, resumes his "Theater Club of the Air" over WOR tomorrow at 1:15-1:30 p.m. Beth Chandler, singer, will be his first guest, with Ann Pennington following on Saturday.

Petrillo Esquired

Jimmy Petrillo, head of the Chicago AFM local, gets a sendoff in the July issue of Esquire in an article by Milton Mayer, entitled "The Mussolini of Music." Article doesn't mince words in presenting a complete picture of the fighting Chicago music laborite and his conquest of controversies with radio and other music users.

Slovan Music Group on WLTH

Slovenian Singing Society (Slovan) will broadcast a special choral program of folk music tonight over WLTH. Slovan is under the direction of Ignatz Hude and is affiliated with the Folk Festival Council, organized for public interpretation of folk music.

Inventors on WSGN

An "Inventor's Forum — Hobby Lobby—Or What Have You?" is being inaugurated by WSGN, Birmingham. Will air the ideas of local inventors.

Boston Radio Trade Show

Boston—Annual Radio Trade Show, sponsored by Radio Wholesalers Club, Inc., will be held June 22-23 at Hotel Statler. Tom Burke of J. H. Burke Co. is president, with George Cohen of New England Radio Co. as chairman of the show.

Candid Camera Club

A Candid Camera Club of the Air is being launched by WELI, New Haven, for the benefit of candid camera fans. Arthur Crater will give pointers.

★ F. C. C. ★ ACTIVITIES

APPLICATIONS RECEIVED

WINS, New York. CP to install new transmitter, increase power to 5 KW., change hours of operation to unlimited and move transmitter site to Kearny, N. J.
Harwell V. Shepard, Denton, Tex. CP for new station. 1420 kc., 100 watts, daytime.

APPLICATIONS RETURNED

WOL, Washington. CP to erect antenna and move transmitter.
Debs Memorial Radio Fund, Inc., Brooklyn. CP for new high frequency station. 31600, 35600, 38500, 41000 kc., 100 watts.
Statistical Research Laboratories, Inc., Cleveland. CP for new station. 1200 kc., 100 watts, 250 watts LS., unlimited.
J. Grant Iverson, Salt Lake City. CP for new station. 630 kc., 1 KW., 5 KW. LS., unlimited.
C. W. Moses, R. W. Workman & J. Allan Moses, Hobbs, N. M. CP for new station. 1500 kc., 100 watts, unlimited.

EXAMINER'S RECOMMENDATION

Valley Broadcasting Co., Youngstown, CP for new station. 1350 kc., 1 KW., unlimited, be denied.

Television Forum

Philadelphia—Farnsworth Television Laboratories of this city and San Francisco, in cooperation with WHAT, will present a weekly forum series on television under the direction of Seymour Turner, v.p. Idea is to acquaint the public with television development.

WBIG Aiding In Art Center

Greensboro, N. C.—WBIG is co-operating with the leading citizens here in the establishment of a permanent Art Center. The Richardsons, of Vick Vaporub fame, have just contributed to Greensboro a half-million dollar building to exhibit the displays.

BOSTON

Uncle Elmer and his Song Circle, heard Sundays over WHDH, sail today on the Yarmouth boat for Nova Scotia for five personal appearances in the Maritime Provinces.

Several local radio and ad execs have been named to the faculty of the new College of Journalism at Suffolk University. They include Ralph LeRoy Harlow, Howell Cullinan, George C. Wiswell, Charles H. Bradley Jr. and Arthur B. Getchell. Bill Cunningham was appointed a guest lecturer.

Lieut.-Gov. Francis E. Kelley of Mass. has started a Thursday evening series of talks over WAAB, discussing state administration problems.

L. H. McCracken, program producer and merchandising man, has joined Kasper-Gordon.

CLYDE BARRIE
CBS

Thursday

6:15 P. M.



JOHNS SWALLOW, NBC's Hollywood studio manager, will be program director on the John Barrymore Shakespeare series starting June 21. Marvin Young will be production manager with Forrest Barnes writing the script. Will Prior has been signed to do the music.

RCA is showing its newest models in a preview display second floor assembly hall of Calwell Restaurant, 2200 West 7th Street.

Donald Jones, president of General Broadcasting System, Cleveland disk firm, is here organizing the firm's new Hollywood division located in the Associated Cinema Studio building.

2GB, Australia, has taken the 24 program series, "Five Minutes in a Lifetime" designed for optometry sponsorship, transcribed by Radio-aids Inc.

Frederick Stark starting this week on a series of 16 concert tunes for Standard Library, recording at RCA.

Sales promotion department for CBS just issued a new folder to plug Columbia Pacific network, called "Dialers, Dealers and Dollars."

Harry A. Earnshaw, creator of "Chandu" and other radio shows, is building a boathouse next to his year 'round home at Balboa Beach, readying to join the ranks of radio celebs who skipper yachts. His will be a sailing craft.

Irving Fogel, former production manager at Associated Cinema, has opened temporary offices at the Cross Roads of the World, taken in William James, former KHJ sales department, and is preparing to go in for radio productions.

Gene Austin, singer on the Penner show, has signed with Maurice Conn to make six pictures as the singing cowboy. The singer will write his own songs.

Standard Radio is supplementing its regular library service with a new series of all pop tunes, to be offered regular subscribers, but sold otherwise in regions where regulars do not wish them. The new series will be released in mid July, start recording early in July at RCA.

Al Jolson will be supported by a cast of prominent actors when he does "The Dreamer," a new play by Ray Buffum, as part of his June 22 "Cafe Tropicadero" program over CBS network. As usual, the comedy of Parkyakarkus, singing by Martha Raye, and music by Victor Young also will be heard.

Chevrolet Recess

Chevrolet series with Rubinoff and His Violin fades from the CBS network after the broadcast of July 11. Series will be resumed in the fall it is expected.

☆ Coast-to-Coast ☆

F. W. ROTH, program director of WMC, Memphis, will be missing from his post these next two weeks. He's taking the wife and three boys for a vacation motor trip to Waukesha and Milwaukee.

Art Gilmore, formerly of KOL, Seattle, has joined KNX, Los Angeles, as singer and announcer.

WISN (Milwaukee) vacationers this week include Margaret Reilly, Mary Ann LeMay and Ruth Mathews. Manager G. W. Grignon plans an ocean trip. Woods Dreyfus will again visit Ky.

Annual Black Hills Roundup at Belle Fourche, S. D., July 3-4, will be aired by KOBH, Rapid City, S. D., with Archie Hall and Frank Crilly at the mikes and Chief Engineer E. H. Carter handling technical facilities.

Harvard-Yale baseball game June 23 will be aired over WELI, New Haven, which will feed it to other stations. Phil Buxbaum at the mike.

Ray Gerosa, tenor, is back at WELI with a new series of semi-classical selections on Fridays at 7:30 p.m.

The Fireside Four have been added to the WICC schedule on Mondays from the New Haven studios.

Metropolitan Players, directed by Phil Cahill, formerly of WDRC, return to the air via WATR, Waterbury, and WNBC, New Britain, on Fridays. Charles Haaser returns as narrator.

Gil Hodges, formerly sports announcer and news editor for KVOB, Denver, is now on a news job for KFOR, Colorado Springs.

The Bughouse Rhythm Ensemble, which purveys modern music with classic sauce, will celebrate its first anniversary of NBC network broadcasting in a gala concert featuring guest stars and the first performance of an original concerto for pianoforte and orchestra today at 10-10:30 p.m. over the NBC-Blue Network. Guest stars who have consented to share the half hour of madness with the Ensemble will include Adrian Rollini and his Chamber Music Ensemble; "Mr. Teddy," guitar virtuoso; Frank Victor and Haig Stevens, master instrumentalists. The original concerto by Dr. John Brunner Meakin, Bughouse maestro, is written in bounce tempo and is entitled "Rubber Heels."

Tempo King, swing songster, billed as the "Crown Prince of Rhythm," will be heard in a program of rhythm songs over WMCA every Wednesday, 9:30-9:45 p.m. He will be accompanied by Carl Fenton and his Orchestra.

Jimmy Rayle, who has been working at WBIG, in Greensboro, in connection with the Vocational Training Department of the Greensboro High School, on his graduation was given a permanent position on the staff.

Lila Eccles Brimhall and Lucille Scowcroft of the dramatic staff at KSL, Salt Lake City, leaves June 30 for Europe to travel and study. Tommy Axelsen, continuity, and William Post, announcer, have been in San Francisco, while Glenn Shaw, announcer, is back from New York. And Monte Wilson, transmission engineer, has wed Caroline Woodmansee.

Margaret Reilly, continuity department writer of WISN, Milwaukee, has left for a vacation in Iowa.

Frank Werth, assistant musical director of WTMJ, Milwaukee, collects violins as a hobby, his collection including about 50 instruments.

Four Lakes Broadcasting Co., Madison, Wis., has filed articles of incorporation with S. J. Crowley, Mabel Poggemiller, Thomas J. Farley and R. J. Sutherland as incorporators.

Summers T. (Cy) Carter, engineer at WSOC, Charlotte, has taken one week of his vacation, and will take the second half later.

WBAP, Forth Worth, is making use of plenty of talent from the Fort Worth Frontier Fiesta for its programs these days. Among other airings, Merle Tucker, radio director for the Fiesta, writes the scripts for twice weekly shows in which Fiesta personalities are interviewed.

Erlu Neese, featured tenor over WBIG, Greensboro, N. C., is now doing four programs weekly; three for Duke Power Co., the Golden Quarter Hour, and sharing honors on Dan Cupid's Hour, featuring Don and Diana, a weekly program for the Huntley Stockton Hill Co., furniture dealers.

William Ross of radio stations KGW and KEX was emcee and principal speaker at the banquet given for Union Pacific Time Inspectors annual meeting in Portland, Ore.

Bill Craig, commercial manager of WLBC, Muncie, Ind., has been elected president of the Lions Club in that city. The Lions meetings are aired weekly over WLBC.

Lee Authier at the piano and **Irma Serra**, song stylist are making recordings for "Top of the Morning" at WSPR, Springfield, Mass.



A. J. KENDRICK, vice-pres. in charge of World Broadcasting System, has sent out invitations to NAB conventioners to visit the new \$200,000 WBS plant recently opened.

Peggy Wall, radio actress, and Dr. Richard Perritt, plan to be married in August.

Myrtle Stahl, assistant to Quin Ryan, WGN manager, vacationing via motor in New England.

Fibber McGee and **Molly** are due back from Hollywood after the July 5 broadcast.

Charles Sears, NBC tenor, bought a new car and is off for a motor vacation. Clark Dennis is taking over the Sears programs.

Ken Robinson, NBC central division continuity editor, took his 300 pounds to Radio City over the weekend.

Edward McHugh, the Gospel Singer, who moved here last week, has leased an estate in swank Indian Hill for the summer.

The Four Bachelors, a novelty vocal group formerly with George Olsen, have organized to do an act similar to the Yacht Club boys and are opening at the College Inn, July 1.

Casino Parisienne (local version of New York French Casino) closed suddenly over the weekend leaving Lou Breese's band on a limb.

Carl Hoff due here to play the Ford show from WBBM air theater.

WGN is presenting dramatizations of the Chicago Tribune Hero awards once a month on Saturday evenings. Each week the newspaper awards \$100 to policemen showing most heroism in the line of duty.

Dr. John W. Holland, pastor of WLS Little Brown Church of the Air, officiated yesterday at the wedding of Marjorie Gibson, Fanfare reporter, and John N. Thornburn, Chicago attorney.

Hugh Studebaker back from a fortnight of work in Hollywood with Fibber McGee and Molly. He's working on "Bachelor's Children" and the "Old Judge," among others.

Blair Walliser, WGN production chief, plans to go to Milwaukee Friday and skipper his new Yacht, the Revenge, on its last lap to Chicago.

Jack Denny, Benay Venuta and Radio Rogues open the Silver Forest room of the Drake hotel with a Mutual wire tomorrow.

Don Pedro using **Lucio Garcia** on his sponsored programs and with the Pedro band as vocal double. Pedro has laryngitis.

Avis Kent, the picture girl who does a lot of posing for commercial artists, singing with Jack Russell's band at Golfmore hotel, Grand Beach, Mich.

When **Henry Busse** returns to Chez Patee early in July, **Helen Morgan** and **Lou Holtz** will open with him.

Philadelphia

Ruth Webb, WIP songstress, gets a solo spot over the Intercity net, and now they have her tagged as the Intercity Webb.

Johnny Parsons, fresh from Haverford Prep, joins the announcing staff at WIBG as assistant to Paul Alger.

Harry B. Jordans, second half of the Stewart-Jordan ad agency, moving his domicile to the city outskirts at Green Hill Farms.

Opening of the summer season for the Philadelphia Orchestra at Robin Hood Dell on June 24 will have John Charles Thomas as premiere soloist. As in past seasons, WCAU will air the Saturday concerts, feeding the symphonies to CBS, with Norris West on the announcing and commentating end.

Art Jackson makes a temporary switch in aircasting time over WHAT, from Sunday night to Wednesdays.

WIP adds the Arcadia and Anchorage to its nightly dance remote parade of bands. Arcadia gives the music of Milton Kellern, while Johnny Graff rhythms emanate from the Anchorage.

When Ed Wallis, who conducts a radio gossip column over WIP, leaves tomorrow for Grand Island, Neb., to marry Gwen Ross, an imposing list of local celebs will substitute for him, including Alexander Kendrick, columnist for the Philadelphia Inquirer; Jack Lynch, nightclub impresario of the Adelphia Hotel and admen Sam Bushman and Milton Shapiro. Wallis, who is also WIP's production chief, returns July 1.

Helen Hanford, secretary to program director Harold Davis at WDAS, leaves her post this week.

Maurice Stad, heard with American Society of Ancient Instruments over NBC through KYW, was married to Mary Catherine Morris Havens last week.

Corlys La Mar is the new receptionist at WDAS.

Wayne Cody, WFIL's jovial "Jolly Man," has taken up handball to try to shake-off some weight.

WFIL engineers, Arnold Nygren, Ed Pamphilon and Huey Julestedt, make their annual trek back to nature this Saturday. Trio rented an ancient suburban manse in Cynwood, Pa., and a butler to go with it.

Summertime is feuding time for WFIL's general manager Donald Withycomb and sales manager Jack Stewart, taking it out on each other on the golf links.

Charlie "Stretch" Coleman, WFIL engineer, has been made chief of the volunteer fire department at Parksburg, Pa.

Sol Hass, WFIL office boy, is trying his hand at comedy scripts, already receiving favorable comment on his efforts from NBC.

ORCHESTRAS - MUSIC

BENNY MEROFF and ork open today at the Nautical Plaza, Revere, Mass., with a network wire. Deal was set by Rockwell-O'Keefe.

King Harvey, vocalist-guitarist featured with the Paul Pendarvis musical outfit, is leaving to join Herbie Kay's band.

Sammy Kaye's musical aggregation will offer swing rhythms once more from Jenkinson's Pavilion, Point Pleasant, N. J., June 25, to be aired over WOR and the Mutual Network.

Rudy Rio and the band provide reason for dancing at the reopening of the Girard Cafe, Philly.

Jack Armstrong succeeds Frank Warren as maestro at the Cocoanut Grove, Philadelphia niterie.

Johnny Farro's "Formal Night in Harlem," will be used as a title and featured in a movie short of that name.

Paul Specht deserts Benny the Bum's to inaugurate a reign of dance rhythms at the Ritz Gardens, Ritz-Carlton Hotel, Atlantic City, June 22.

Eddie De Luca bows out at Palumbo's Cabaret, Philly, June 27. Spot closes for the summer.

Pedro Via, formerly an NBC feature for six years, now batons the Spanish Orchestra on WBNX nightly except Sundays from 7-7:30 p.m.

Teddy Hill and the musical contingent he batons opened a six week engagement last Friday at the Cafe des Ambassadeurs in Paris.

Clyde McCoy, currently featured at the Peabody Hotel, Memphis, has added the Bennett Trio, San Antonio

girl vocalists, to the musical ensemble.

Clyde Lucas and the boys will play a week at the Metropolitan Theater, Boston, effective July 15. Arrangements were made by CRA.

Charles Dornberger has signed a management contract with Charles E. Green, CRA's prexy, in New York.

The Hudson De Lange ork, currently appearing at Playland Casino, Rye, N. Y., with an NBC wire, have had their contract renewed for 3 weeks, effective June 18.

"Sorryglad," the recent result of the combined musical efforts of Frank Capano and Ed Selecto, both of Philadelphia, is being plugged by network bands. Tin Pan Alley Music Co. are responsible for its publication.

Angy Gemelli, musician co-owner of New Orleans' Chez Paree, is expanding his night club interests and will operate Bradley's club at Henderson Point, Miss. Spot may take air over a Gulfport station.

Batonist Phil Levant and his NBC musical contingent were held over for a second week at Idora Park, near Youngstown.

Louis Prima, self-styled king of swing, is back in New Orleans for two weeks, boosting the business at the Penthouse, spot in which he has a financial interest.

"Dream Boat," the new WMCA rhythmic midnight broadcast of organ and soloists, heard on Sundays and Fridays, features Jack Ward, organist, with John Early and Frances Saunders as soloists on Sunday evenings, and Bob Parker and Rita Whiteman functioning in that capacity on Fridays.

KANSAS CITY

G. L. Taylor, president of Midland Television Inc., back from Chicago.

M. F. (Chick) Allison, KMBC publicity and promotion chief, has been appointed to the committee to handle a display of station promotion work at the NAB convention in Chi, and is assembling material.

Among the 30 entrants in the candid camera contest staged by WHB in connection with its recent birthday ball were Ellis Atteberry of KCKN, Herb Hollister of KCKN, and Truman Boys and J. C. Turney of K. C. Star, operators of WDAF.

Robert R. Gray, KCMO continuity editor, and his bride, the former Helen Clark, are back from their honeymoon.

Jerry Burns, new special events and news announcer at KXBY, is now airing daily race returns from all tracks for Tom Moore cigars.

KMBC will air the 11th anniversary of its "Classic Hour" today. It's a weekly quarter-hour of classic and semi-classic piano selections by Mrs. Aubray Waller Cook.

PITTSBURGH

Mr. and Mrs. Walt Framer, the Hollywood Show Shopper and Cinema Lady, will leave for Hollywood on June 28.

Three stations here, WWSW, KQV and WJAS, carry recreations of the Pirates out-of-town games. And have they been trying to keep their broadcasts cheerful lately.

Val Garvin, young local orchestra leader, died of pneumonia last week. Band will continue under same name with new leader.

Mr. and Mrs. John Gihon (KDKA program manager) will visit Des Moines where their son will say hello to his great grand parents, then a cruise around Lake Michigan on a friend's private yacht.

Jack Hollister, KDKA sports commentator, will spend his vacation in Texas.

San Francisco

Kathryn Julye, first Pacific Coast harpist to perform with a dance orchestra, has joined the KYA musical organization.

KRE (Berkeley) dedicates its new transmitter tomorrow. General Manager Arthur Westlund heads for NAB meet afterward.

Norman Loeb, who has read H. C. Capwell's department store kiddie programs scripts over KROW since November, 1935, ("Johnny Jump-Up"), 15 min. daily has left Oakland for Hollywood where he'll do free lance acting for NBC. He's also worked here on KSFO, KRE, KLX and KGO.

Louis Landis, NBC feature writer, back on job after vacation. Anita Gilmore, press, now on her two week's vacation.

Helen Cleeb, NBC actress, doing part-time office work at Leon Livingston ad agency.

Zella Layne has been hired by NBC as pop vocalist and goes to work June 20.

Charles Gerrard, NBC actor, back from a weekend in Cinema City.

Walter Bevan, former NBC musical conductor, now leading a band in "Uncle Tom's Cabin," peninsula niterie, huddling with NBC program heads about a 15-minute comedy script which he's authored.

KQW's assistant manager, Gene Clark, has resigned to become publicity director for the San Jose Chamber of Commerce.

Glenn Hurlburt, blind musician, heads his own four-piece combo starting on KPO's Red net this week.

KGGC Notes: W. N. McGill, former station manager, resigned from staff. Also Luther Putnam, newscaster. News now being done by outlet's announcers, Gordon Willis and Harry Leroy. . . Lester Malloy, station publicity agent, filling in as part-time announcer. . . William C. Grove is new technician.

John Nesbitt's "Passing Parade" has been renewed for another year.

Max Peacock, once at KSFO, now working at KYA's Oakland studios as technician.

Bob Stanley, KYA producer, whose "John Martin, M.D." sustained on the station for months, leaves the outlet June 19. He sails for Honolulu to affiliate with KGMB.

Wes Gordon, Vallejo vocalist and emcee, has joined KYA staff, replacing Don Steele, tenor, who goes on KFRC artist staff.

Renews 7th Year

Coward Shoe Co. has renewed for another 39 weeks on WLTH, making its seventh year on the station, it is announced by Sam Gellard, manager. Recently, in response to an offer to send a booklet on "How to Live Happily", 1,078 replies were received from the first announcement.

RADIO IS SURVEY-DIZZY COAST ADMEN ARE TOLD

(Continued from Page 1)

convention. Anderson presented a paper prepared by E. P. H. James, the network's promotion head, New York.

It is probably true that more is known about radio advertising and the net audience obtained by radio advertisements than is the case with old-established mediums, but along with this greater knowledge comes greater confusion because of the many different sources of information and the many different methods of tabulating the facts, said the James paper. The terms "coverage" and "circulation" have been rather loosely used and mixed in with numerous other terms such as "listening areas", "listening habits", "potential audience", "audience preference", etc., James pointed out.

Stations have given extensive and comprehensive information about themselves, the situation now being much better than it was a few years ago, but there remains a complete lack of uniformity as to terminology and methods, said James. At present it is impossible to compare the coverage or circulation of any two stations not operated by the same management or associated with the same network because they differ in important details. The Joint Committee on Radio Research has done good work in coordinating, according to James.

Among milestones of progress in national research, James cited the following partial list:

1928—A Study of Radio Broadcasting, conducted by Daniel Starch, published by NBC, the granddaddy of all radio surveys, the first attempt at an evaluation of audience size, habits and general program preferences.

1929—The ANA's preliminary studies for the Cooperative Analysis of Broadcasting (Crossley).

1930—The first Price-Waterhouse Survey published by CBS, in which a nation wide competitive study of station preferences was published for the first time.

The launching of the CAB.

1931—The publication of the radio ownership data obtained in the United States Census of 1930.

1932—Does Radio Sell Goods?—a study of radio's selling effectiveness conducted by Professor Elder and published by CBS.

1933—The CBS Vertical Study of Radio

☆ PROMOTION ☆

KANS Puts Over Drive

Manager Herb Hollister of KANS, Wichita, recently persuaded Henry's Clothiers to let his station put over their annual "Knot-Hole Gang" membership drive, which has always before been handled through the papers. It was a tough assignment, because the only immediate reward to the kids for registering at the store was a cap and a badge. Next Fall, the "Knot-Hole Gang" will be admitted free to the National Semi-Pro baseball tournament, but "next fall" doesn't mean much to a kid, and Hollister thought he'd have plenty of trouble getting 1500 members with announcements only. Station ran the spots three days, and by the end of the week Henry's were out of caps and badges. An additional supply is on the way in, and it looks like a cinch to go over the 2000 mark.

NBC Sales Disk

NBC will employ a form of its own entertainment plus some continuity to aid the increase of summertime sales, the whole program being recorded and the disks being sent to business and advertising ex-

Packard After New Talent

Packard is looking for new talent for the fall series which apparently confirms the reports that Fred Astaire will not be heard on the radio this fall. Sponsor intends to retain the Tuesday, 9:30-10:30 p.m., on the NBC-Red network and will have to garner new talent.

Agency, Young & Rubicam, has already put out feelers. Lawrence Tibbett is one of the top talent which the agency has tried to sign up. Sponsor has used Tibbett for a couple of radio series in the past.

"Musical Answer Man"

Offering prizes to listeners who can stump Bob Heiss with a question that he can't answer with a musical number, "The Musical Answer Man" is proving a popular feature over WTMJ, Milwaukee, on Fridays. Heiss has his Rhythm Revue orchestra on the program.

ownership, giving breakdowns by income classes.

1934—The Psychological Corporation's analysis of dealer opinions of the relative effectiveness of radio and other advertising mediums—published by NBC.

1935—Sales Begin When Programs Begin—the first complete analysis of family occupations from breakfast time to bedtime—showing availability to radio listening. A study made by the Market Research Corporation for the NBC.

Mr. Holcomb Thinks It Through—an exhaustive study of radio's effect on department store merchandising—published by NBC.

1936—Straight Across the Board—a study of radio's selling effectiveness for various types and classes of goods and services, for large and small advertisers, based on the actual use of radio by national advertisers over a five-year period; made by Tradeways for NBC.

Children and Radio Programs made by Dr. Eisenberg, with the support of CBS,

ecutives. George Gershwin's "Summer Time" from "Porgy and Bess," is on one side of the disk and a transcribed sales message in the form of a humorous sketch is on the other side. Ernest Truex, comedian, and a male chorus also featured.

Each disk has a personal touch including, "... A Personal Message for Mr. ..." as part of the script.

WTNJ Kids' Contest Draws

Fischer Baker's Children's Opportunity Contest conducted over WTNJ, Trenton, N. J., resulted in sales of 8,119 pieces of merchandise in 13 weeks, the station reports. Each wrapper was good for 10 votes, and cash prizes totalling \$260 were distributed among 44 winners. Fischer Baking now sponsors Trans-Radio News over the Trenton station. Neff-Rogow Inc. is the agency.

"They Testify"

A two-color attractive four-page folder, titled "They Testify," is being readied as the first of KGVO's promotional pieces in a monthly continuous systematic exploitation plan.

Philco Dealer Meetings

A series of 17 one-day Philco dealer meetings for the introduction of the new 1938 Philco radio line will be held next week. One meet takes place Sunday in Boston, followed on successive days by meetings in Philadelphia, Cincinnati, Baltimore, Detroit and Chicago.

Joe Bolton for Films

Joe Bolton, sponsored by Wheaties, and now broadcasting over WHN, has been screen tested, and will go to the coast at the conclusion of the baseball campaign. Bolton is at present the sports announcer for Paramount newsreels.

Daily Airplane Arrival

WBIG, Greensboro, N. C., is broadcasting the arrival of the Eastern Airline's plane at 10:25 each evening, at the Greensboro-High Point airport.

This half-million dollar airport has just been completed, and is now one of the busiest in the South.

NBC and WOR, published by Columbia University.

The Good New Summertime—a presentation of a comparative summer and winter listenings study, made by Anderson Nichols for NBC.

Radio in 1936—a book summarizing and cohering broadcasting statistics to give a comprehensive picture of the medium, published by CBS.

"Radio Listening in Automobiles" and "Radio Takes to the Road," studies of automobile radio ownership and listening issued by CBS and NBC simultaneously.

The Very Rich—CBS's analysis of listening in the homes of the wealthy.

1937—Money at the Crossroads—an observational study of radio on the farm, made by Charles Morrow Wilson for NBC. (Incidentally, this provided valuable preliminary information used in planning the joint NBC-CBS nationwide farm study which is scheduled for the fall.)

VAN CRONKHITE ADDS 5 MEMBERS TO STAFF

(Continued from Page 1)

to do a baseball feature which will be syndicated for both radio and newspapers.

Donald McGibeny, NBC commentator, will compile and edit a weekly news commentary to be syndicated under the title of "The News Reel."

Dr. R. M. Freeman, now compiling and editing NBC's weekly "Science in the News," will supervise a weekly science feature which VanCronkhite will syndicate. Dr. Freeman is now in New York preparatory to a three-month foreign tour.

Truman Bradley has been signed to do the "News of the Week," 15-minute weekly newscast.

Jack McGuire, formerly with the AP bureau in Chicago, has been added to the Chicago editorial staff.

John VanCronkhite, president, is now in New York from his Chicago headquarters on business in connection with the organization's eastern offices.

VanCronkhite this week started release of its weekly 15-minute script, "Heroes of the Week." Other features now being released include "It's a Fact," five-minute, five-a-week news oddities; "Your Baseball Review," five-minute, five-a-week; "Twenty Years Ago," five-minute, five-a-week; "The Foreign News Review," 15-minute, once weekly, and "Baffling Crimes of the Week," 15-minute, once weekly.

Still at Odds on ET

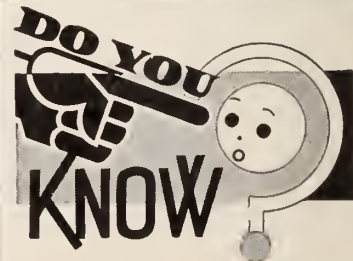
Group of music publishers who met yesterday at Ascap offices came to no agreement as to procedure regarding the demands of the Song Writers Protective Ass'n wherein the members seek control of ET licensing and at least 50 per cent of the proceeds.

Independent music publishers with no film affiliations declare it is a problem solely their own, since it really does not seriously affect the movie music men. Toward this end additional publishers were added to the committee in Jack Mills and Ralph Peer. Another meeting is scheduled for next Tuesday.

ONE MINUTE INTERVIEW

B. A. ROLFE

"Housewives are probably the most appreciative group of listeners we radio entertainers have—with the possible exception of children. Our 'Magazine of the Air' series, which is broadcast at 11 o'clock in the morning, naturally is most available to women in the home. Fan response shows that they not only listen attentively—but also intelligently—and that their taste in general is excellent."



There is no domestic manufacture of radio receiving sets in the Irish Free State, where some 105,000 sets are now in use.



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 91

NEW YORK, N. Y., THURSDAY, JUNE 17, 1937

FIVE CENTS

Setback for Radio Probe

DUPONT IS SWITCHING FROM DRAMA TO MUSIC

The du Pont "Cavalcade of America" program will be revised for the summer. Musical stint will replace the current series of historical dramatizations. Programs are heard on CBS, Wednesdays, 8-8:30 p.m. Batten, Barton, Durstine & Osborn Inc. has the account.

WQXR Wins Recognition In N. Y. Times Listing

WQXR has been given full program listing in all editions, Sunday and weekday, of The New York Times. This marks more than a year of intensive effort on the part of the outlet to obtain such a listing. Station has achieved considerable reputation as purveyor of classical music via highest type of recording and high fidelity transmission. Understood that the Times carried out a survey before capitulating to the listing.

New Arde Bulova Station Starts Operation Today

With the call letters of WBIL, the new Arde Bulova station supplanting WLWL on the dial will begin operating at 6 p.m. today under the direction of John Iraci, president of International Broadcasting Corp. The WLWL transmitter at Kearney, N. J., will be used for WBIL, and for the present the programs will come from the WOV studios. WBIL will follow the same program policy as its sister station, WOV.

The new entry will function on a power of 5,000 watts on a wave length

(Continued on Page 2)

WMCA Regaling Cards

St. Louis Cardinals will tune in on WMCA at 3 p.m. today and listen to Lee Grant and his orchestra play George M. Cohan's march dedicated to the Cardinals, titled "March of the Cardinals". It will be the premiere airing of the song, and will welcome the Cards to town for their series with the Giants.

Handles All Media

Merced, Cal. — Local Merchants Ass'n, planning to promote "Merced Dollar Days" on July 9-10, placed its entire appropriation with KYOS. The station will have charge of the entire promotion, even to the buying of newspaper space and window streamers.

YMCA IS NOT JOINING CIVIC RADIO MOVEMENT

Following RADIO DAILY'S exclusive story last Thursday that civic and educational groups were banding together to demand time of the FCC to present programs on the major networks, it was learned yesterday that the YMCA, one of the strongest organizations representing adult and juvenile educational and civic activities, has refused to sanction the demand.

Claiming that the YMCA will be completely out of the movement, Henrietta Harrison, head of the YMCA radio division, pointed out

(Continued on Page 3)

Skelly Radio Program Coming Up in August

Chicago—Recommendations for a Skelly Oil Co. radio program will not be submitted until mid-August, according to O'Neill Ryan, vice-president of Blackett-Sample-Hummert Inc., which has just taken over the account, formerly handled by the Ferry-Hanley agency of Kansas City. Ryan said no auditions had been set, and recalled that the account had used radio successfully in the

(Continued on Page 2)

Death of Congressman Connery, Author of Resolution for Broad Inquiry, Dims Chances This Session

WASEY PRODUCTS SIGNS NBC PROGRAM FOR FALL

Wasey Products Corp. has signed Carson Robison and his Buckaroos for a new series to begin on the NBC-Blue network Oct. 4. Program, to be heard every Monday, Wednesday and Friday at 4-4:15 p.m., will be over a coast-to-coast network of 45 stations. Erwin Wasey & Co. is the agency.

WHK and WJAY Adding Studio Audience Shows

Cleveland—Several new studio audience shows are in preparation for the United Broadcasting Co. stations, WHK and WJAY. Details will be revealed in a few days by Mendel Jones, new program director, successor to Mary O'Kelley, who resigned to be married.

A number of shows specially designed for summer also have been approved by Production Manager John T. Vorpe, the list including a series of civic programs, a sports show featuring Jack Graney and Gil Gibbons, a series featuring the country's outstanding photographers giving tips to camera fans, and a variety program for a late evening spot. Bev Dean is assisting Jones.

Washington Bureau, RADIO DAILY
Washington—Death of Representative William P. Connery late Tuesday will not affect the technical status of his radio industry probe resolution before the Rules Committee, it was stated yesterday at the office of Chairman O'Connor, but insiders believe that the Congressman's death together with pressure of Congress and the fact that the House rarely conducts such investigations tend to make the launching of the probe this session extremely unlikely.

Connery, as chairman of the House
(Continued on Page 3)

MORE DELEGATES HEAD FOR NAB CONVENTION

On the basis of reservations at Chicago hotels and estimates of the National Association of Broadcasters headquarters in Washington, attendance at the annual convention to be held at the Sherman Hotel, Chicago, June 20-23, is expected to run above previous estimates of 750.

In addition to delegates whose
(Continued on Page 3)

Emerson Radio Boosting New Advertising Budget

With bookings running considerably ahead of last year, the Emerson Radio & Phonograph Corp. will launch an increased advertising campaign late in August or early in September. Plans as yet are not

(Continued on Page 2)

Mrs. Elliott Roosevelt Buys Controlling Stock in KFJZ

Mich. Anti-Ascap Bill Is Favorably Reported

Lansing — Michigan's copyright measure, Senate Bill No. 331, has been favorably reported out of committee. The measure is designed to regulate activities of Ascap.

Ft. Worth, Tex.—Mrs. Elliott Roosevelt, daughter-in-law of the President, has bought the majority of stock of Fort Worth Broadcasters Inc., which owns and operates KFJZ, from Ralph S. Bishop. While contract is being submitted to the FCC, Bishop continues to operate station

(Continued on Page 3)

Bi-Product

Chicago — "Today's Children," Irna Phillips serial which does its 1,300th broadcast on its "wooden" anniversary tomorrow, not only has sold the product of its sponsor, Pillsbury, but the NBC network show also has brought the sponsor sales of more than 250,000 copies of the novel, "Today's Children," at 50 cents a clip.



(Registered U.S. Patent Office)

Vol. 1, No. 91 Thurs., June 17, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Merse-eau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk and Verne Bailey, 6425 Hollywood Blvd. Phone Granite 6607. Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879. Copyright, 1937, by Radio Daily Corp. All rights reserved.

FINANCIAL

(Wednesday, June 16)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	165 1/2	164 3/4	165 1/2	+ 1/2
Crosley Radio	19	19	19	—
Gen. Electric	51 3/8	50 1/2	50 5/8	— 1/4
North American	22 1/2	21 3/4	21 3/4	— 1
RCA Common	8 1/4	8	8	— 1/8
RCA First Pfd.	64 5/8	64 1/4	64 1/2	+ 1/4
RCA \$5 Pfd. B.	—	—	—	—
Stewart Warner	17 7/8	17 1/4	17 1/4	— 3/4
Zenith Radio	31 1/4	30 1/2	31	— 3/8

NEW YORK CURB EXCHANGE

Nat. Union Radio	1 3/4	1 1/2	1 1/2	—
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OVER THE COUNTER

	Bid	Asked
CBS A	27	28 1/2
CBS B	26 1/2	28
Stromberg Carlson	12 1/2	14

Varady Renews WMCA

Varady of Vienna (cosmetics), originally slated to sign off WMCA for the summer, has renewed with the station and will continue right through the warm months. Program, featuring Ted Weems orchestra, is heard Sundays at 1:30-2 p.m.

WMCA Inventors' Program

"Your Invention", presented by Sam Hammer, starts Monday at 7:30 p.m. as a new half-hour weekly feature over WMCA. Program will be devoted to little known inventors and their inventions. Famous idea men also will participate.

Ed Wynn's New Bride

Ed Wynn and Frieda Mierse, ex-Follies girl, were married Tuesday at the Municipal Building Chapel.

DON KERR

MASTER OF CEREMONIES
GENERAL MILLS SPORTS PARADE
WMCA

2:30 to 5:30 P. M. DAILY
36 COMMERCIAL HOURS WEEKLY

Lang-Worth Programs Introducing New Library

A new script library, augmenting its recorded musical library and making available hundreds of program combinations for all types of sponsorship, will be introduced at the NAB convention by Lang-Worth Feature Programs Inc. Ralph Wentworth, president, and C. O. Langlois, general manager, have reserved the Rose Room in the Hotel Sherman, Chicago, for their display room.

After the convention, Lang-Worth will go into a heavy summer and fall recording schedule, adhering to its present policy of presenting music that is free from all copyright entanglements.

Fight Program on Yankee Net

Boston—Piped in from Chicago, the Kellogg Sports Program tomorrow night at 7:30 o'clock over WNAC and the Yankee Network will be devoted to eye-witness reports from the training camps of Joe Louis and James J. Braddock. Bill Cunningham, Kellogg sports commentator, who has been visiting the camps, will be aided on the program by guests from each of the two fight quarters.

First Issue on Trends

First set of loose-leaf pages of "Trends and a Few Opinions" to be released in 1937 by the Script Library, a division of Radio Events, has been issued. Pages include an analysis of Fall trends in radio, a sales promotion idea for a radio program, new script listings for the Script Library Catalog, and a page of notes on Script Library authors' activities.

Two Signed by R.-O'K.

Rockwell-O'Keefe has signed Tamara and Virginia Valley to exclusive management contracts.

The same organization has booked Evelyn Chandler and Bruce Mapes for the Winterland Casino and Radioland at the Great Lakes Exposition in Cleveland, also Myron Roman and Nelson's Boxing Cats for Radioland.

Offers Radio Course

St. Louis—City College of Law and Finance will add a radio course to the curriculum next September. Every phase of local and network broadcasting, including writing, acting, directing, casting, etc., will be taught. Classes will be held Monday nights.

Radio Congress in Paris

Paris—First international congress of L'Union d'Art Radiophonique will be held at the Sorbonne, July 8-10. The congress is under auspices of the ministry of posts, and will be devoted to artistic as well as technical topics.

Technicians-CBS Meet

Kendall Davis, president of the Association of Columbia Broadcast Technicians, yesterday had another meeting with CBS executives which lasted until late afternoon, but nothing was forthcoming as to whether any progress was made.

Emerson Radio Boosting New Advertising Budget

(Continued from Page 1)

definite, but radio will be included in the appropriations.

Emerson also has announced that it has established uniform list prices throughout the country. Sets are to range in price from \$14.95 to a combination radio and phonograph set priced at \$750. The "Miracle Tone Chamber" will be featured in the advertising campaign.

Grady & Wagner, Inc., is the agency handling the account.

Television Report Issued

West Coast Bureau, RADIO DAILY

Los Angeles—Developments in television over the past year, together with prospects of further progress, including the promise of a considerably larger screen, are contained in the second report on television by a committee appointed by the Academy of Motion Picture Arts & Sciences. The information is chiefly for the guidance of movie people interested in the new visual art.

WCKY Expands "Women Only"

Cincinnati—"For Women Only," conducted by Mary Jane Dunphy, which has been a weekly sustaining feature over WCKY, this week became a five-a-week broadcast, Monday through Thursday at 9 a.m. and on Friday at 9:30 a.m. EST. Mary Jane on each broadcast devotes her chat to some subject of especial interest to women, covering the range of beauty, fashion, the home, Hollywood gossip and "human relations."

WHN Signs Candid Cameraman

WHN publicity department yesterday announced the addition of Norman Kaphan to the staff as official photographer for the station. Kaphan is regarded as an expert candid cameraman, and was formerly associated with M-G-M. With the installation of the new department, WHN will use pictures extensively for promotion and advertising purposes.

McGlynn Joins J. P. Muller

Edward McGlynn, formerly connected with the advertising department of a publication, has become an account executive with the J. P. Muller & Co.

Flagstaff Powwow on NBC

The Flagstaff (Ariz.) Powwow, the southwest's biggest all-Indian show, will be aired July 3 at 11-12 p.m. EDT over the NBC-Red network and short-waved to at least seven European broadcasting systems.

COMBO BIZ AND FUN!

Fly United's "Main Line" to either LOS ANGELES or SAN FRANCISCO. Enjoy scenic wonders. 3 fast flights daily. Overnight Mainliner lvs. New York 5:55 p.m.—breakfast in CALIFORNIA! CHICAGO: 3 non-stop flights daily.

★ UNITED AIR LINES ★

COMING and GOING

SAMMY FAIN and IRVING KAHAL, song-writers of the Greater Texas and Pan-American Exposition in Dallas, returned to New York yesterday from a two-week stay there.

DON SHAW, assistant to H. K. McCann, president of McCann-Erickson, returns to his desk today after a road trip.

JOHN W. ALICOATE, publisher of RADIO DAILY, leaves this week-end for Chicago to attend the NAB Convention.

VLADIMIR GOLSCHMANN, orchestra conductor, returns today from Europe aboard the Ile de France.

JOHN VanCRONKHTE is on his way back to his Chicago headquarters after arranging details regarding the eastern offices of Van-Cronkhite Associates, Inc.

MARVIN KIRSCH, business manager; ARTHUR SIMON, advertising director, and M. H. SHAPIRO, associate editor of RADIO DAILY leave today to attend the NAB Convention in Chicago.

STANFORD ZUCKER and LEO B. SALKIN, Cleveland and Chicago managers, respectively, of Consolidated Radio Artists, are in New York for a conference at Consolidated home offices.

CHARLES E. GREEN, president of Consolidated Radio Artists, leaves Saturday for a visit to the Dallas and Hollywood offices of CRA. While in Dallas he will hop into Fort Worth as guest of Amon Carter (WBAP) and Paul Whiteman.

Skelly Radio Program Coming Up in August

(Continued from Page 1)

past, with the transcribed "Adventures of Jimmy Allen" as the last show. Skelly operated from Colorado east through Illinois, exclusive of Chicago, and from the Canadian border to Texas.

New Arde Bulova Station Starts Operation Today

(Continued from Page 1)

of 1,100 kilocycles, operating every evening except Sunday from 6 to 8 p.m., Sundays from 3:15 to 4:30 and 8 to 9:15 p.m., and Fridays from 2 to 3 p.m.

Gibbons Show Renewed

The Floyd Gibbons "Your Adventure" program on 57 CBS stations, Thursdays, 10-10:30 p.m. has been renewed for another 13-weeks, effective July 8. Colgate-Palmolive-Peet Co. (Colgate tooth paste) is the sponsor. Benton & Bowles, Inc., is the agency.

THE SONGBIRD OF THE SOUTH

★ ★ ★ ★

KATE SMITH

A & P BANDWAGON

THURSDAYS

CBS NETWORK 8-9 P.M., E.S.T.

EXCL. MANAGEMENT TED COLLINS

RADIO PROBE SETBACK IN CONNERY'S DEATH

(Continued from Page 1)

Labor Committee, was author of the resolution, which demands a sweeping investigation of the entire radio industry. Chairman O'Connor and Congressman Wigglesworth of Massachusetts are among leaders personally favorable to the probe idea.

More Delegates Head For NAB Convention

(Continued from Page 1)

names already have been published in the last three issues of RADIO DAILY, yesterday brought reports from New Orleans that the contingent from that city will include Ed Wheelahan, manager of WSMB; Vince Callahan, head of WWL, accompanied by Jimmie Willson and J. D. Bloom Jr.; Joe Uhalt and Denny Hines of WDSU, and possibly P. K. Ewing of the same station.

From San Antonio will go Hugh A. L. Half, manager of WOAI, who plans to stop over at St. Louis on the way, and Manager Eugene Roth of KONO.

C. P. MacGregor will be among the delegates from Los Angeles.

Additions to the list of equipment and program firm representatives include:

Western Electric Co.—H. N. Willets, L. F. Bockoven, E. W. Thurston, H. F. Scarr, G. W. Davis, Will Whitmore.

Graybar Electric Co., Inc.—A. J. Eaves, R. G. McCurdy, D. B. McKey, J. W. Lamarque, F. H. McIntosh, W. E. Henger, G. E. Brown, C. C. Ross, R. J. Safer, K. S. Deichman.

Bell Telephone Laboratories—W. L. Black, E. L. Roci, C. J. Baker, R. E. Polle, H. E. Mendenhall, F. W. Cunningham, Mr. Hoovgard, W. H. Doherty.

E. V. Brinkerhoff, Inc.—E. V. Brinkerhoff, maybe.

Presto Recording Corp.—Ralph C. Powell, Norman B. Neely, Richard F. Brock.

Wilson-Robertson, Inc.—Graham A. Robertson, Fred Ahlrich.

Collins Radio Co.—William J. Barkley, Fred Muller.

Johns-Manville Sales Corp.—W. J. Hodge, J. Y. Dunbar.

Lang-Worth Feature Programs, Inc.—C. O. Langlois, Ralph Wentworth, James King.

Amperex Electronics Products, Inc.—Sam Norris.

William G. Rambeau—Robert Buckley, Richard Buckley.

Craig & Hollinbery, Inc.—Norman Craig, Jeanne Craig, F. E. Spencer, Jr.

Baldwin Leaves for Chicago

Washington Bureau, RADIO DAILY

Washington—James W. Baldwin, NAB managing director, left here late yesterday for Chicago to make advance arrangements for the convention. Baldwin will deliver an address before the assemblage on the general radio situation, and is expected to touch briefly on copyright.

NEW PROGRAMS—IDEAS

KYOS "Market Basket"

The "Market Basket", co-operative sponsorship program, on KYOS, Merced, Cal., makes the shopping center of Merced a side-street. Each day during this informal contest program the owner or clerk of a sponsor's establishment goes to the studios and reads an announcement. The first woman, encumbered with the management of a home or husband, to phone KYOS the name of clerk and place of employment wins a "Market Basket" filled with \$1 merchandise articles donated by each of 12 sponsors. Announcer Charlie Foll answers all phone calls and his conversations are broadcast.

Secret of program success from a result standpoint is that many, many women visit the sponsors' stores to learn names and voices of clerks. This feature has made L Street more of a shopping center than more strategically located business streets. Local telephone company office reports that its entire switchboard goes red.

Knowledge Gristmill

Radio fans around Detroit enjoy taking part in WWJ's new show, "The Gristmill of Knowledge," which consists of unusual questions and their equally unusual answers, submitted by the listening public. Each time the program goes on the air, the most interesting question is chosen, and its sender receives, as a prize, a pair of tickets to a Detroit Tigers game at Navin Field. Victor Linfoot asks the questions, and Bob Stanton turns the "Gristmill" to produce the answers. Kennedy's Clothes, of Detroit, is the sponsor for two

shots a week during the summer months. Beginning in September it will go on five times a week.

"Voice of the Listener"

At last there is a chance for Mr. and Mrs. John Q. Listener to tell a radio station what they think of it, and have the letters read on the air. Suspecting a need for a "Voice of the Listener" on the air, WIP, Philadelphia, inaugurates a new series of programs called "Dear WIP," in which letters to the station are read on the air. Show, heard each Friday, is under the guidance of Marx Loeb, assistant program director.

"School for Wives"

"School for Wives", a new type of service program for women listeners, was aired for first time over WAAB, Boston, and Colonial Network this week. Will be heard five times weekly, Monday through Fridays at 11:15 a.m.

Prof. Carl Drake, authority on marriage and child psychology, will head the "school," which dramatizes day-to-day problems that every woman faces in her home.

Real Estate Clinic

WCOP, Boston is presenting something new in programs. Starting Saturday night, will broadcast the Real Estate Clinic of the Air. To be heard on subsequent Saturdays 6:30-7:15 p.m., program will consist of participations by real estate companies and a series of talks by Arnold Haartman. He will discuss real estate values, developments, mortgages, and subjects of similar interest.

★ PROMOTION ★

Talent Contest

Using showmanship in its bid for business and audience, KYOS, Merced, Cal., last week inaugurated its "Search For Talent" program, 1:30-2:30 p.m. on Fridays. Grand prizes will be awarded winners in the finals, 13th week. Sponsors were obtained in 12 different towns, Madera, Chowchilla, Dos Palos, Los Banos, Gustine, Newman, Turlock, Livingston, Atwater, Merced, Snelling and Mariposa. Each week there is an entrant from each of these communities and a winner selected for the final by the mail vote of the audience.

Fishing Program Contest

In connection with his "Let's Go Fishing" twice-weekly 15-minute program over WJW, Akron, Sports Announcer Bill Griffiths conducts a contest offering prizes for the largest bass and blue-gill caught in the surrounding five counties.

Griffiths' program gives dope on the best fishing spots in and around

Akron, water conditions, the week's best catch, etc.

Vacation Literature

Literature on nearby resort towns described in each Friday's "Chuckles and Oddities in the News," morning program over WOAI, San Antonio, is offered to listeners by Pat Flaherty, star of the program. Only one announcement is made each week regarding this material, with several hundred persons calling weekly. A one-dollar bill also is offered to listeners sending in an original oddity or unusual happening, provided it is used on the program.

C. P. MacGREGOR

Hollywood

AT the CONVENTION

Room 423
Sherman Hotel

MRS. ELLIOTT ROOSEVELT BUYS CONTROL OF KFJZ

(Continued from Page 1)

and the personnel is to remain the same. The radio company is capitalized at \$31,500. Purchase was made in the name of Mrs. Ruth Googins Roosevelt. Her husband is connected with Hearst Radio, Inc., which operates four Southwestern stations.

YMCA Is Not Joining Civic Radio Movement

(Continued from Page 1)

that the YMCA is now actively engaged in the broadcasting world. Facilities of the networks and independent stations are now open to it, and though the time cleared for special broadcasts by the YMCA is not always the best, the organization feels that through its extensive use of the facilities offered it is covering a majority of persons now.

With the YMCA removed from its ranks, leaders in the movement for sustaining time on the networks will be retarded in the present drive. It is believed that the organization heads will not approach the FCC now until every available member has been definitely signed, and when the demand is made, concrete proof of backers will be available.

SAN ANTONIO

John Alderman is a new member of the KABC announcing staff.

Johnny Boyer was recently added to the announcers at KTSA.

Walton Blanton, KABC wordslinger, is back at the mike after a brief illness.

Theil Sharpe, operator at WOAI, threw a big party for the whole staff on the occasion of his eighth wedding anniversary.

Low Valentine of the WOAI production department vacationed in New Mexico, while Vernon Mallory of the operating staff is relaxing in St. Louis.

BARRY WOOD

Presented by

DRENE

WJZ

EVERY THURSDAY 7:45 P. M.

Personal Manager

MATTY ROSEN

NEW BUSINESS

Signed by Stations

Boston

WNAC: Procter & Gamble (Lava soap), through Compton Adv'g Co., N. Y.; American Oil, through Joseph Katz, Baltimore; Sterling Products, through Blackett-Sample-Hummert, Chicago; H. P. Hood & Sons (milk products), through BBDO, N. Y.

WEAN: Procter & Gamble (Crisco), through Compton; Raytex Clothes, Providence; New England Tel. & Tel., through Doremus & Co., New York.

WAAB: See Breeze Cafe, Nantasket, through Harry M. Frost Co.; Haywood Wine & Liquor Co., through David Malkiel.

WOAI, San Antonio

Baldwin Laboratories (Dwin Insecticide), through Young Adv'g Co.; The American Liberal, Peter Molyneux, Dallas; Greater Texas Pan-American Exposition, through Tracy-Locke-Dawson, Dallas.

WHO, Des Moines

Montgomery - Ward, "Neighbor Jim," thrice weekly 15-minute program.

SAN FRANCISCO

Lee Hoagland, KROW announcer, has resigned, effective shortly, to head for L. A.

Leon Livingston agency auditioned a show called "California Tapestries" at NBC to other day with Robert Lampson, Berkeley author, and Archie Presby, announcer. John Rippe produced.

Diesel Power United Engineering School started six-weekly weather reports via KGO Sunday, to continue for 26 weeks.

Cornelia Burdick, wife of Hal "Night Editor" Burdick, did a dramatized commercial plug on "One Man's Family" last eve via the country's NBC net.

Irving Kennedy, NBC tenor, resigned. Heads for Yosemite, Shaver Lake and San Diego.

KROW, taking over station's "Johnny Jump-Up" program, spot vacated by Norm Loebel. Will broaden show's age interest from 4 to 9 up to 16-year-old dialers. Will use hobbies, contests and other angles to attract older kids.



● ● ● Ted Collins has taken a 90-day option to PURCHASE Sherman-Clay, music publishing firm... Collins, having mastered other branches of the amusement field, feels that a music firm would just about round out his career... At his Carnegie Hall concert on Oct. 14, Ferde Grofe, with a 75-piece symphony ork, will introduce "Cowboy Ambassador" dedicated to memory of Will Rogers... Paul Whiteman is reported eliminating his strings and adding more brass to his orchestra... Joe Keit has resigned from Joe Morris... Ozzie Nelson's manager, Billy Kent, now handles Jack Osterman, who after his throat treatments, goes on the Rudy Vallee hour—which will serve as an audition to succeed Bert Lahr on Merry-Go-Round... Lew Brown, Ray Henderson and Peter Arno have approached RKO to loan them Milton Berle to appear in their forthcoming Broadway musical.

● ● ● Announcers around KSTP, St. Paul, are developing a nose for news... Brooks Henderson, senior wordslinger at the Twin City indie, got up at dawning the other day, found a crippled bird on his porch, called the humane society as to what should be done... They informed him that it wasn't under their jurisdiction but that there was "an old fellow on the west side who treats crippled birds as a hobby"... Brooks, sensing a story, followed through with the news department, landed the man, Otto Eckle, 70-year-old shoemaker, for a special events broadcast right from Eckle's bird-filled shop... The stanza turned out to be one of the best human interest features of months... Chilly Doyle, Sun-Telegraph baseball writer, gave the staff members of Pittsburgh's WCAE this definition: "a social security sandwich—a hamburger without onions."

● ● ● Yacht Club Boys, who clicked big in their audition for Jell-O (but didn't get the show because of the change of policy for the summer) are readying another comedy show... Vincent Travers leaves the French Casino July 17, when it closes for six weeks... Harry Cohn will write the Walter O'Keefe shows for Ipana... Vicki Joyce has left Jimmy Dorsey's band on the coast to concentrate on dramatic work there... When Teddy Powell presses the button of his new La Salle, the tune played will be "Boots and Saddles"—the song he wrote which made the car possible... Morton Gould will head the Educational department of Mills Music, and being only 23, this makes him the youngest to ever hold such a position.

● ● ● A. L. Stephenson, Yankee Network publicity director, discovered a copy of the first network show aired... In Jan. 5, 1923, the Boston Post records that "radio fans were given a unique programme last night for three hours, beginning at 8, broadcast from the AT&T's station in N. Y., officially known as WEAf, which was connected up by direct telephone wires with the Shepard Stores station WNAC, the two stations broadcasting simultaneously... It was the first time an experiment of this nature was attempted, and it involved most delicate adjustment and connections to shut off the ordinary noise from the telephone circuits, especially over so great (?) a distance... It was a high class program and was heard distinctly by amateurs in Greater Boston"... The show put on which was classed a "high class program" by the Boston Post then, included music by the Ambassador Orchestra. Edward Avis, bird mimic; Raymond Freemantle, baritone, and Devera Nadwaring, contralto.

F. C. C. ACTIVITIES

APPLICATIONS GRANTED

Florida Capitol Broadcasters, Inc., Tallahassee. CP for new relay station. 1622, 2058, 2150, 2790 kc., 40 watts.

SET FOR HEARING

Capitol Broadcasters, Inc., Raleigh, N. C. CP for new station. 1210 kc., 100 watts, 250 watts LS., unlimited.

Gerald A. Travis, La Porte, Ind. CP for new station. 1420 kc., 250 watts, daytime.

J. T. Griffen, Oklahoma City. CP for new station. 1310 kc., 100 watts, 250 watts LS., unlimited.

Hampden-Hampshire Corp., Holyoke, Mass. CP for new station. 1240 kc., 500 watts, 1 KW. LS., unlimited.

ACTION ON EXAMINER'S REPORTS

Owensboro Broadcasting Co., Owensboro, Ky. Granted CP for new station. 1500 kc., 100 watts, unlimited.

Harold M. Finley & Mrs. Eloise Finley, LaGrande, Ore. Granted CP for new station. 1420 kc., 100 watts, 250 watts LS., unlimited.

Edwin A. Kraft, Petersburg, Alaska. Denied CP for new station. 1420 kc., 100 watts, unlimited.

Okmulgee Broadcasting Corp., Okmulgee, Okla. Granted CP for new station. 1210 kc., 100 watts, daytime.

WHBE, Selma, Ala. Granted vol. assignment of license to Selma Broadcasting Co., Inc. Also granted mod. of license to change hours of operation to unlimited. 1500 kc., 100 watts.

APPLICATIONS RECEIVED

WAVE, Inc., Louisville. CP for new station. 610 kc., 250 watts night, 500 watts day, unlimited.

Roberts-McNab Co., Livingston, Mont. CP for new station. 1310 kc., 100 watts night, 250 watts day, unlimited.

APPLICATIONS RETURNED

Bryant Motor Co., Henryetta, Okla. CP for new station. 620 kc., 500 watts, daytime.

HEARINGS SCHEDULED

July 9: Great Lakes Broadcasting Corp., Cleveland. CP for new station. 1270 kc., 1 KW., 5 KW. LS., unlimited.

Jules J. Rubens, Aurora, Ill. CP for new station. 1040 kc., 250 watts, daytime.

Athens Times, Inc., Athens, Ga. CP for new station. 1210 kc., 100 watts, 250 watts LS., unlimited.

July 12: Havens & Martin, Inc., Petersburg, Va. CP for new station. 1210 kc., 100 watts, 250 watts LS., specified.

Petersburg Newspaper Corp., Petersburg. CP for new station. 1210 kc., 100 watts, 250 watts LS., specified.

John Stewart Bryan, Petersburg. 1210 kc., 100 watts, 250 watts LS., unlimited except Sunday night.

Richard Field Lewis, Oakland, Cal. CP for new station. 1160 kc., 1 KW., daytime.

Radio Station WFNC, Fayetteville, N. C. CP for new station. 1210 kc., 250 watts, daytime.

Harry Schwartz, Tulsa. CP for new station. 1310 kc., 250 watts, daytime.

July 13: Walker & Chapin, Oshkosh, Wis. CP for new station. 1010 kc., 250 watts, unlimited.

John P. Harris, Hutchinson, Kas. CP for new station. 1200 kc., 100 watts, 250 watts LS., unlimited.

Genesee Radio Corp., Flint, Mich. CP for new station. 1200 kc., 100 watts, 250 watts LS., specified.

July 14: WBNO, New Orleans, vol. assign. of license to WBNO, Inc.; WJBW, New Orleans requests facilities of WBNO and renewal of license, and Southern Broadcasting Corp., New Orleans, requests CP for new station to operate on 1200 kc., 100 watts, 250 watts LS., unlimited and also requests facilities of WBNO and WJBW.

Standard Life Insurance Co. of the South, Jackson, Miss. CP for new station. 1420 kc., 100 watts, 250 watts LS., unlimited.

July 15: Southern Minnesota Supply Co., Mankato. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

CBS Airing Tax Hearings

Robert Horton, CBS commentator, will broadcast a special series of programs consisting of summaries of the happenings at the U. S. Senate investigation of tax dodgers. Program will originate from Washington.



June 17

Greetings from Radio Daily

to

Charles Howard

WITH THE ★ WOMEN ★

By ADELE ALLERHAND

ANICE IVES of WMCA's "Everywoman's Hour" has been in radio six years; on the N. Y. station one season.... Originated the first social club of the air in Philly over WIP.... Began by subbing for domestic economist.... She presented recipes, but couldn't cook.... "Everywoman's Hour" began as "Everywoman's Club" on Philadelphia's WFIL, with Anice at the helm.... Has been on the Woodbury program for 5 years, having used her own name originally.... Now calls herself Janet Parker on that program.... Loves her work and contact with other human beings which her type of program entails.... Winning success on the air is the biggest thrill radio has given her.... 25 per cent of her fan mail is from men.... Walter Winchell is her favorite radio personality (she's interviewed 'em all) but she adores Burns and Allen, Rubinoff, Rudy Vallee, and Benny and Livingstone.... Thinks imitation the bugbear of radio.... Says it's thievery, not flattery....

The kitchen takes stage center, with Ida Bailey Allen, the culinary queen, penning a three-act comedy, based on letters from American housewives, using that spot as the mise-en-scene.... Jean Ellington, NBC singer, decided to visit the Ellington clan, not having seen them since last year when she left Frisco.... There being a two-day lull in programs, she boarded a plane headed west Monday evening at 5; reached the coast Tuesday a.m. at 8:30; spent the day with her family; at 7:30 that night embarked in a United Airliner and was back in N. Y. for Wednesday rehearsals and broadcasts....

Mitzi Green's warbling of "The Lady is a Tramp" on Rudy Vallee's program tonight marks the first time she'll vocalize as herself.... her previous ether efforts were all impersonations of stage, flicker and radio stars.... Patricia Kay, KYA lullaby lady, has begun to sing lullabies in her off-the-air moments.... Reason being, she became the mother of an eight-pound girl baby at Hollywood's Good Samaritan Hospital t'other night.... Patty Jo is the young damsel's name.... Virginia Holman of the Holman Sisters, two-piano team, and Betty Jane are busy practicing and pow-wow-ing with NBC regarding Frisco radio appearances....



"Roving Reporter"

One of the most interesting presentations in this WMCA series conducted by Frankie Basch was aired Tuesday evening, when Bayard Kendrick, author of "The Last Express," a book about a blind detective who used a seeing dog to catch the villain, and Elliott S. Humphrey, who trains the seeing eye dogs for blind persons, were interviewed. Some rather fascinating facts, touched with human interest, were elicited by Miss Basch.

Terri Franconi

A vocal troubadour with a different touch in his renditions as well as in his voice, Terri Franconi is worth a better spot than the 12-12:15 p.m. period on which he was caught yesterday, over WJZ-NBC Blue network. Of course, he's the singing type with femme appeal, but like Jean Sablon

his draw can take in a bigger sphere if he is accorded the spot.

Briefly

"Don Winslow of the Navy," NBC-Red network serial, continues one of the best and most wholesome in the action and thrill category for juvenile listeners.

That three-hour daily "Grandstand and Bandstand" program on WMCA seems to grow on listeners, like an amiable family of next-door neighbors.

"Meet the Orchestra," originating at San Francisco and caught over the NBC-Blue network yesterday at 5:45-6 p.m., sounded like a good idea.

Programs of "The Movie Pilot" on WEAF continue on a rather mediocre plane.

★ Coast-to-Coast ★

ANATION-WIDE campaign to awaken the Little Theaters throughout the country to the possibilities of Radio as an extension of their efforts is being initiated this fall by The Script Library, a division of Radio Events.

Bernard Levine, recently representing KGDM, Stockton, Cal., has joined the sales promotion staff of KYOS, Merced, Cal.

KSTP in St. Paul landed with a timely sock on the second of its "Listener Talks Back" series, during which Val Bjornson, the station's editorial commentator, turns tables on listeners once a week, lets them do the talking. Morning of the second cast, which happened to be the day of the Duke of Windsor-Wally Simpson nuptials, a Minneapolis woman called up, wanted to talk about Eddie and Wally, asked for a spot that night on the new evening feature. Because of the timeliness, Bjornson agreed. The woman Mrs. Maude Kebker, 50-year-old housewife, airing her side of the Wally-Windsor cause celebre, complained "I'm tired of all this glorification and over-romanticizing of the 'greatest love affair in history,'" then went on to air sharp criticism of the American press, the radio commentators and other "sentimentalists" as she called them. And her stanza drew a heavy mail response, too.

A play-by-play description of the Shriners Convention Parade in Detroit, as it moves past the Detroit City Hall, will be offered by Joe Gen-

tile and Art Sutton, over WOR and the Mutual Network, June 22 at 11:15-11:45 a.m. They'll discuss the marchers, the celebrities present, and the bands, of which there will be 50.

Fred Raphael, program director for WHN, celebrates his fourth wedding anniversary tomorrow.

Leonard "Len" Taylor, oldest announcer at WJW, Akron, recently married to June Washart, returns to work next week after a honeymoon at Cook's Forest, Pa. At a reception before leaving for their trip, Mr. and Mrs. Taylor turned up handcuffed—to make it impossible for the WJW staff to separate them.

New broadcaster at WICC, Bridgeport is Evelyn Sargent of New Haven.

The Gospel Broadcasting Ass'n program, heard over the Don Lee Network, via KHJ, 11-12 noon on Sundays, is about to undergo a change in program. Instead of the Rev. Charles E. Fuller, an "old fashioned revival" will be presented.

WHKC, Columbus, has added another sports program to its daily news service, supplied by United Press leased radio wires, and presented at 7 p.m. with Fred Joyner, night studio supervisor of the station, heard in the role of sports commentator.

Gilbert Shoe Co. is sponsoring five Spelling Bees over WBNS, Columbus, with local fraternities, sororities,

GUEST-ING

JACK DEMPSEY, BRUNA CASTAGNA and BILLY LYNN (third appearance in successive weeks), on Joe Cook Shell Show, June 19 (NBC-Red, 9:30 p.m.).

ELISSA LANDI, with Leslie Howard and Colin Clive in "Monsieur Beaucaire," on Lux Radio Theater, June 21 (CBS, 9 p.m.).

ROBERT HALLIDAY, COBINA WRIGHT, BOBBY GIBSON and TERRI FRANCONI, on Hammerstein Music Hall, June 22 (CBS, 8 p.m.).

JAMES BARTON in "Burlesque," on Kate Smith Band Wagon, June 24 (CBS, 8 p.m.).

LOUIS D'ANGELO, on Hit Parade, June 26 (CBS, 10 p.m.).

MRS. HERBERT WITHERSPOON, pres. of Met. Opera Guild, on "Music and You" June 24 (Mutual 8 p.m.).

ANITA LOUISE, on "Hollywood Whispers," June 19 (Mutual, 10:15 p.m.). JOHN BOLES, same program, June 26.

JOHNNY GREEN, on season's final Jack Benny program, June 27 (NBC-Red, 7 p.m.).

Another Roosevelt Chat

President Roosevelt has announced his intentions of delivering another fire-side chat over the radio within the next two weeks. No definite time has been set as yet by the networks.

BOSTON

Starting Sunday, WEEI will continue its broadcasting schedule through to 1 a.m. Monday, adding one hour to its Sunday schedule. This is effective on Sundays only. Extra hour will feature dance pickups from CBS.

WCOP will broadcast the Trotting Races from the Metropolitan Driving Club's track starting today. Gerry Slattery, manager of WCOP, arranged the series. Jim Donovan will be the mikeman.

A new daily series of agricultural programs presented under the auspices of the U. S. Department of Agricultural Economics will be started over WAAB and the Colonial Network on July 1.

high schools and business colleges participating for cash prizes. The last of the series of five bees will be held June 29th.

JERRY COOPER

HOLLYWOOD HOTEL
CBS

FRIDAYS 9 P. M. EDT.



GENERAL ELECTRIC (not Gen. Motors) is the sponsor of "Presenting David Broekman," which recently had its initial airing on Don Lee coast net and is scheduled to go coast-to-coast in near future. Stafford Sisters and Jimmy Newell also in the show.

Walter Cassel, Warner Bros. baritone who has been singing on the Rubinoff Chevrolet series during the coast airings and who will follow the troupe East to finish the series, is expected to be set in on recorded programs series while in the east. Troupe leaves here after June 20 airing.

Has-Baruch and Los Angeles Bureau of Power & Light have renewed "House Party" for a second 13 weeks, through Dan B. Miner agency, airing over KHJ Tuesday afternoons. Show is staged at Palomar, with an hour for audience only, followed by an hour over the air.

Frank Gill, Jr., who writes for the Cantor show, became the proud father of a baby girl born this morning at the Cedars of Lebanon.

C. P. and Mrs. MacGregor are combining a vacation with their convention trip, planning to take in the Chicago event, then entrain for Canada and vacation.

San Diego's KGB is originating a new "Air Adventure" program to run 15 minutes daily over the Don Lee net. Show will take one thrilling air adventure each week, dramatize it in nightly installments, with personal appearances of some of the aerial heroes. Dave Young producing, Percy Crandall is author. Sud Fuller, station manager, originated the idea.

Newsboy Yelling Contest

New Orleans—WWL is planning a "loudest yelling newsboy" contest, to be broadcast from a street corner by Henry Dupre.

CINCINNATI

Durward Kirby, announcer at WSAI and WLW, has left here to join NBC in Chicago.

Bill Clark, formerly of WCPO, has moved to WIRE, Indianapolis.

Reports are current that the Zoo Opera season will be aired this year.

WCPO is moving its newsroom from the Sinton Hotel to Walnut St. next to the Keith Bldg. There will be a minimum of 14 newscasts daily, and visitors will be permitted at the broadcasts.

"Stories by Camera," new idea employing photoplay technique for radio drama, starts tomorrow over WLW. "Lucrezia Borgia" is the first offering.

Carl Freed and his harmonica troupe have received nice notices on their personal appearances at the RKO Colonial, Dayton, this week. Tomorrow they open for a week at the Lyric, Indianapolis.

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:
No. 43 of a Series

KOB—Albuquerque, N. M.

1,180 Kcs.—10,000 Watts

J. C. McCrane, Commercial Manager

KOB is one of the oldest broadcast stations in the United States, having been born in 1920, the same year that KDKA first began transmitting. However, KOB was sending messages to the listening audiences even before that year. Shortly after the war, when the government lifted the ban on amateur and commercial radio operation, amateur license 50X was granted to Dean Goddard. This formed the base of what eventually became KOB. Prior to 1920 messages were transmitted in code only, but during that year a 50-watt transmitter was installed and actual broadcasting of musical and educational features began.

KOB has made great strides forward since 1920. Now, in its 17th year, it is soon to observe a double celebration, the affiliation of the station with the National Broadcasting System, and the dedication of its new transmitter, a specially designed and built 10-Kw. RCA broadcast plant which is located in the township of Alameda, 8½ miles from Albuquerque.

In 1931, after 11 years of broadcasting from a remote studio in El Paso, KOB received permission from the FCC to transfer the station from the State College to Albuquerque. On Oct. 5, 1932, KOB went on the air from that city under a lease agreement with the Albuquerque Journal. Its power, 10,000 watts, and the frequency, 1180 kc., was retained. The Journal continued to operate KOB until August, 1936, when its present owners, The Albuquerque Broadcasting Co., purchased KOB. In January of the present year the station was moved to new quarters and new Remler and RCA studio equipment was installed.

Present KOB transmitting equipment includes a new transmitter which is now being installed, feed-back apparatus to completely counterbalance any distortion or noise which might arise in generating the radio power, and a General Radio Transmission monitoring assembly. This laboratory testing equipment provides an instant check on any deficient operating condition. Studio equipment includes the latest type Remler 71-A amplifying system which gives uniform reproduction between 30 and 11,000 cycles, two separate broadcasting and monitoring units to insure continuous service, RCA Inductor mikes, RCA 70-A, 33 r.p.m. turntables, and Western Electric synchronous 78 r.p.m. turntables.

ORCHESTRAS - MUSIC

MIKE RILEY and the "Music Goes Round and Round"ers have been set by CRA for an engagement at Mountain View House, Port Kent, N. Y., beginning July 3. Band is appearing currently at the New Penn Club, Pittsburgh, with nightly broadcasts over KDKA. The same outfit will play a single date at Pleasure Beach Park, Bridgeport, Conn., while en route to the Lake Champlain summer resort spot.

Benny Goodman and ork will be aired via WHN tomorrow, broadcasting from Cincinnati over the WLW line, beginning at 12:15 a.m.

A new series of remotes began over WMCA yesterday when Worthy Hills and his Pavilion Royale Orchestra broadcast from the Pavilion Royale, Savin Rock, Conn. They'll offer three half-hour periods a week, Wednesdays and Saturdays at 12 midnight and Sunday nights from 12:30-1 a.m. Broadcasts will be fed to WMCA and the Inter-City via WELI, New Haven, Conn.

Dick Dickerhoff of the Paul Pen-darvis band has named his newly arrived son and heir John Charles Dickerhoff.

The Radio Division of the WPA Federal Theater is now cooperating with the Federal Music Project in

the latter's productions over WNYC, a substantial share of the station's programs. Ira Ashley of the Radio Division of the WPA Federal Theater, is supervisor for the Federal Music Project's radio programs. Paul Reese has been appointed production director.

Not more than 40 miles from the base of the Ozarks in location, KFRU, Columbia, Mo., offers Ozark folk music to its listeners, songs of the prairie or hill-billy variety. The "Rural Ramblers" are the official hill-billies of the station; and in addition, the station supplements its "live" group with daily special transcribed programs of "Sons of the Pioneers," "Ranch Boys," "Field and Hall Mountaineers," "Oklahoma Outlaws," etc.

Jean Sablon, who becomes a permanent feature of the RCA Magic Key Program on June 27, has the distinction of being the first radio personality to be featured continuously on that program. He offers a special arrangement of "You're My Desire" tomorrow over WEA. Dave Torbett, Ben Bonnell and Joe Lilley are responsible for arrangements.

"Give Me a Moment Please," Rub-inoff's theme song for seven years past, and one of the oldest theme



CARLTON KELSEY, musical director of CBS "Poetic Melodies," is polishing off an entire symphony on American Industrial life. It was inspired by the Gary Steel mill district, scene of so much CIO disturbance currently.

Truman Bradley, who has commuted by air for three years each week to Detroit to announce the Ford show had to take a train home Sunday night, last show of the series. Ceiling zero did it. Also it was the night of June 13.

Henry Klein, radio director of BBDO, leaves Tuesday for Eagle River, Wis., for annual sales meeting and outing of Household Finance Corp.

Dick Marvin, radio director of J. Walter Thompson, has been re-elected chairman of the radio committee of the western council of the American Ass'n of Advertising Agencies. Marvin is just back from a business trip to Omaha.

Will Hollander's ork replaces Gentlemen of Rhythm at Congress Glass Hat room tomorrow.

Olga Albani (Mrs. Wallace Caldwell) back home to Oak Park after a trip to New York.

Jean Ellington paused here between planes en route back to coast after a swift trip to New York.

C. P. Jaeger, Transamerica head here, and Loretta White, radio actress, are honeymooning.

Helen Wing back to Needham, Louis & Brorby from Hollywood, where she helped produce Fibber McGee and Molly.

"Eleanor," Lum and Abner's theme song, is being brought out in sheet music form.

Margaret Sangster, author of "Hope Alden's Romance," is visiting Anne Seymour of Mary Marlin and other shows.

songs on the air, will be published in Radio Mirror for August.

"My Little Heaven of the Seven Seas," ditty penned by Jack Scholl and M. K. Jerome of "My Little Buckaroo" fame, will be released by M. Witmark & Sons. It's a ballad with a Hawaiian flavor.

Carol Deis, Celia Branz, George Rasley and Aiden Edkins introduce a new vocal series titled "Liedersinger" over the NBC-Blue network, June 18 at 10:40-10:45 p.m., to be heard every Friday at that time.

Jesus Maria Sanroma, distinguished concert pianist, will be soloist with the Boston "Pops" Orchestra, under the direction of Arthur Fiedler, during the pop concert on June 24 at 8:30-9:30 p.m., over the nationwide NBC-Blue network.

BBC Television

EDITOR'S NOTE: Because of the imminence of television, a timely description of the studios and visual broadcasting activities of British Broadcasting Co. in London, where television has reached a practical stage, is presented herewith.

London—Built into the south-east corner of Alexandra Palace, a North London landmark and pleasure resort of more than 60 years, is the BBC's new television station. From a hill 306 feet above sea level, it dominates London and a large portion of the Home Counties.

The height of the station is of great importance, for under normal conditions the range of the ultra short waves used for television is extended as the height of the transmitting aerial is increased. A tapering lattice mast rises to a height of 220 feet above the reconstructed East Tower itself 80 feet high. Thus the aerial array for vision transmissions, which is mounted at the summit of the mast, is more than 600 feet above sea level. Immediately below the vision aerial is the aerial for the accompanying sound transmissions.

The new cable that has been laid in the centre of London especially for television purposes brings within the reach of Alexandra Palace centres of national interest and entertainment such as Buckingham Palace, Westminster Abbey, Whitehall, Piccadilly Circus, Hyde Park Corner and Marble Arch.

TRANSMITTERS

The new station fulfills the recommendations of the Television Advisory Committee appointed to consider the development of television in Great Britain. In its main essentials, the equipment comprises a television studio with an associated control room and ultra short-wave television transmitters and, in addition, an ultra short-wave sound transmitter.

About 220 members of the BBC staff work at the station—producers, stage attendants, clerical staff, 80 or more engineers, a catering staff of 20, commissionaires, stage managers, make-up artists and messenger boys. They contribute to the production of two programs each day, from 3 to 4 p.m. and 9 to 10 p.m. The ratio of rehearsals to transmissions is about six to one. Rehearsals for a recent thirty-minute broadcast, for example, lasted for three and a quarter hours.

THE TRANSMITTER FLOOR

The Marconi-EMI television transmitter operates on a frequency of 45 mc/s per second (wavelength: 6.67 metres). All the apparatus at the station is finished in grey cellulose and chromium. Next is the sound transmitter hall which accommodates an ultra short-wave installation of orthodox design for radiating speech and music accompanying the vision signals. Its operating frequency is 41.5 mc/s per second (wavelength: 7.23 metres).

MINIATURE CINEMA

A film projection theater, or miniature cinema, adjoins the sound transmitter. Here film excerpts can

RADIO PERSONALITIES

No. 44 in the Series of Who's Who in the Industry

EDWIN K. COHAN, CBS director of general engineering, started out to learn about radio back in 1912 when he took up wireless telegraphy as a hobby. As it often happens when one becomes over-enthusiastic with a hobby, Cohan found himself making a living out of his radio knowledge.

In 1918, he went to the Panama Canal zone and South America as a radio engineer for the Panama Canal Commission. Later that same year he returned to this country to staff the Naval Radio Laboratories at the request of the Navy Dept.

From 1922-25 Cohan was engaged in various branches of the radio industry. In June 1926, he joined WOR's engineering staff, leaving in 1930 to become associated with the newly formed CBS network as chief engineer and technical supervisor for the web. Under his present title, director of general engineering, which is the top post in the department, Cohan is directly in charge of all the network's technical work in both the radio broadcasting and television fields.



His hobby developed into his career.....

be selected and timed for inclusion in the transmissions. At least 30 people can sit in this miniature cinema and watch films in comfort. At the south-west extremity of the BBC section of the Palace is a large area intended either for scenery construction or for televising such objects as motor cars and animals, which cannot be brought into the studio or televised outside. A large opening in the roof enables it to be lighted, and if necessary televised, from above. Lifting tackle can pick up sceneries and properties weighing a ton through a trap-door in the roof of the second dock, twenty-five feet above.

On the terrace outside is the ramp, or sloping runway, down which the television camera can travel to a concrete 'apron,' approximately 1,700 feet square, forming a platform for televising open air performances or special experimental programs.

INSIDE THE STUDIO

Improvements are being made in studio facilities at Alexandra Palace, but at present the main studio measures approximately 70 by 30 feet with a height of 25 feet; it is divided into two stages, of which the larger gives an acting area of approximately 24 feet square. It is equipped with two sets of tableau curtains. Lining the studio on two sides are hanging velvet curtains, running on two tracks, the front curtains being black and the back ones white to allow for interchange of background. Each stage has separate lighting controlled from a central switchboard. Emitron instantaneous television 'cameras' are used. Across the middle of the studio runs a steel lighting bridge which will allow additional lights to be trained on either stage.

High up in the west wall, a large plateglass window indicates the position of the control room, where the producer and the engineering assistants operate. The floor is covered with thick, black linoleum, and the walls are acoustically treated with an asbestos compound.

While the light signals on the studio wall—'Vision On; Sound On'—

are shining, standing somewhere on the cable-strewn floor will be Mary Allen, BBC make-up expert, or one of her assistants, ready to repair any damage to complexions that the heat of the arc lamps may have caused. These complexions are no longer the fearsome combinations of yellow eyelids and black lips that once were necessary; today, the make-up that Miss Allen applies to television artists is only a intensified form of the ordinary open air make-up of the modern woman. But human faces are not necessarily Miss Allen's only responsibility. She has to meet many queer calls upon her services. The oddest (and the biggest) job that she has undertaken up to date was the 'making-up' of Sir Malcolm Campbell's famous racing-car, 'Bluebird.' When 'Bluebird' was televised some time ago, it was found that light reflection from its bodywork was affecting the picture and Miss Allen was called upon to do something about it. She took out the 'high lights' with face powder—and needed a keg-full to do it.

Such incidents, it seems, are a part of life at the London Television Station. It's a life, they say, that is full of unique thrills. One can well believe it.

FIRST OUTSIDE BROADCAST

On Coronation Day, a very successful outside broadcast was made of the Coronation procession as it passed Apsley Gate, Hyde Park Corner, on its return journey from Westminster Abbey. This marked an important step forward in the progress of television by extending the scope of programs beyond the confines of the studios and the immediate vicinity of Alexandra Palace. The broadcast began with views of the Park and crowd scenes between Stanhope Gate and Hyde Park Corner. Three cameras were used, two being fitted with telephoto lenses to pick out the head of the procession as it approached down East Carriage Drive. From then until the last horsemen had passed through Wellington Arch to Constitution Hill, the whole of the two-mile procession was shown

Coming Events

Today: British Television exposition, organized by Radio-Electrical Industry of Great Britain, South Kensington Museum, London.

June 14-19: International Congress of Performing Rights Societies, Paris.

June 20-23: National Association of Broadcasters' annual convention, Hotel Sherman, Chicago.

June 20-23: Advertising Federation of America's 33rd annual convention, Hotel Pennsylvania, New York.

June 21-24: American Institute of Electrical Engineers' convention, Milwaukee.

on the television screen. The third camera provided close-ups of the Royal Coach and other important parts of the procession as they passed through Apsley Gate.

The new mobile television unit consists of three vehicles each about the size of a large motor coach. The most important of these is a mobile television control room containing all the equipment necessary for the operation of three television cameras. Special multi-core flexible cables, which can be up to 1,000 feet in length, connect the Emitron cameras with this control room. The cameras themselves are similar to those installed at Alexandra Palace.

The apparatus in the mobile control room is mounted on racks along the sides of the vehicle, leaving clear a centre passageway for the engineers operating the equipment. Two picture-monitors are mounted at one end of the van, and while one of these is used to monitor the picture which is being transmitted, the other allows the picture incoming from the second camera to be inspected to determine its suitability for transmission.

In addition, the vehicle is equipped as a small sound control room with all the necessary 'faders' and amplifiers to deal with the four microphones which pick up the voice of a commentator and sounds associated with the scene being televised. The sound control room was linked with Alexandra Palace by ordinary underground telephone land-line.

Two methods of conveying the picture signals to the television station at Alexandra Palace were available. The normal channel was a special television cable having characteristics suitable for the transmission of the very wide band of frequencies which were involved. This cable was laid by the Post Office from Hyde Park Corner to Broadcasting House and from Broadcasting House to Alexandra Palace, and formed part of a television cable at present being laid in the centre of London passing points of interest from which television broadcasts may be carried out later on. The alternative channel was provided by the second vehicle which contained a complete ultra short-wave vision transmitter having a power of 1 kw. for use with which a small, easily erected, aerial system has been designed.

☆ "Quotes" ☆

LOUIS PRIMA: "Television will find radio artists and producers ready for any type of novel and new effects it might have upon this form of entertainment. The answer for this is seen easily when we consider that radio talent has been developed in the last few years with an eye and ear for personalities which can also make their way on the stage and on the screen."

JAMES MELTON: "A concert singer has a definite place on the radio. There is too much of the popular music on the air for the welfare of even the popular music publishers. The consistent plugging of new songs obviously kills the taste of the listener for the song, and all popular songs in general. With an intermittent trend of light-operatic music, radio might solve the problem which has been steadily causing the sheet music of the day to become less and less profitable."

FRANK DAILEY: "Eastern radio enthusiasts demand the light, springy music which has been popularized in such songs as 'I Feel Like A Feather in the Breeze', 'I'm Young And Happy', etc., but western radio fans like the open road, range songs which were popular here in the East three or four years ago. This presents a new difficulty for the coast-to-coast orchestra leaders, who must satisfy their Eastern public and also keep the Western fans in step."

RAY BLOCK: "Radio has done one thing for the general public that no other single agency could ever hope to accomplish—it has made the man in the street a fairly good judge of music. In creating this body of critics, radio has increased the labors for its own artists. It is no longer possible to select just any old song and let it go over the air. At one time that was sufficient. Today, however, the selection, arrangement, and background for a tune require more painstaking planning and effort than the actual presentation of the number."

ONE MINUTE INTERVIEW

SHEP FIELDS

"In no other phase of entertainment does a performer have such obstacles to overcome in selling himself. It's just like the house-to-house salesman who must try to convince a prospect through a closed door. Radio stars are absolutely self-made. The ear alone is much more difficult to please than the eye and ear combined."

Programs That Have Made Station History

No. 10—WTMJ's "Heinie and His Grenadiers"

CLOSE to the hearts of Milwaukeeans, as the beverage that made their city famous, is the distinctive band of "Heinie and His Grenadiers." Twice a day over WTMJ, for the past five years, their lilting Wiener Blut, Der Lustiger Kupferschmied and other old tunes have flooded Milwaukee homes with the semi-classical music of the old beer garden. Their string of consecutive daily broadcasts is believed to be the world's record for any sustaining program.

The rise of "Heinie and His Grenadiers" on the air has been almost sensational. Coming to WTMJ in March, 1932, the band was placed at a 5 o'clock period, considered in radio at that time as one of the hardest times in which to get an audience because of competing children's broadcasts. Heinie clicked immediately, however, and the listener demand became so insistent that WTMJ moved his broadcast to an evening time.

Network programs followed, adding a half-hour a week over NBC to Heinie's WTMJ broadcast. The daytime audience complained because they had lost him at the 5 o'clock time, so a noon-time program was begun, giving the "Grenadiers" two periods over WTMJ every day, with the exception of Sundays.

The music on Heinie's programs is played absolutely straight. The comedy is all in the repartee between Heinie and the boys. In the early days of the program Heinie presented a monologue in dialect, portraying then (as he does now) an earnest, sincere German band leader, ever intent on the performance of the band. He announces his own program and comments on the proceedings in his own style of dry humor. It is his sincerity, friendliness and genuineness which have won Heinie a host of friends.

William Benning, musical director of WTMJ, has always paid earnest attention to the quality of music and rendition of "Heinie and His Grenadiers." It is because of these high standards of performance that, even though much of their material is pure folk music, the "Grenadiers" listeners throughout the middlewest have named the program their favorite. Many of the old scores have been especially imported from Germany, Austria, Hungary, Switzerland, Czechoslovakia and Scandinavia for the exclusive use of the "Grenadiers". No other band in America plays music like it.

Slim, dapper Heinie (whose real name is Jack Bundy) came to WTMJ out of vaudeville, although he had had several years of radio experience in addition at WMDC, WGHP and WXYZ in Detroit and at WBEN in Buffalo, where he starred in a big commercial program. Coming to his home town, Milwaukee, for a visit in 1932 he dropped in at station WTMJ and was auditioned for his

present role of Heinie, the band leader with a German accent. For the first few weeks the feature was on the air over WTMJ, Heinie played a solo role. Then it was discovered that certain members of the band had a flair for dialect comedy and Heinie began developing a staff of stooges.

The original company is still intact. "Villie"—played by Frank Rauch, the trumpet player—is a lovable dumkopf who talks before he thinks. "Valter"—played by Walter Grebe, saxophonist—is the cocky ladies' man. "Droopy"—the king of bad jokes—is Harold Stark in real life. He is the band's trombonist. An Italian dialect part is played by Alex Mayr, clarinetist, whose air name is "Giuseppe Funny-pantsiola."

Other members of the twelve-man band play minor roles in the simple continuity which runs through the program. The interesting thing about the characters which have been developed is that the men who play them were and are primarily musicians without previous experience in speaking parts.

"Heinie and His Grenadiers" are in constant demand for personal appearances throughout the State of Wisconsin. They have played literally hundreds of engagements at theaters, dances, concerts, ball games, parades, conventions and community celebrations of all kinds. For the past two summers they have made successful tours through Wisconsin, Michigan and Northern Illinois, playing to capacity crowds wherever they appeared. For the five years that they have been playing outside engagements, they have traveled thousands of miles and have appeared before a million and one-half people, conservatively estimated. There is scarcely ever a week in the year during which Heinie has not two or three personal appearances scheduled. These appearances are booked through WTMJ's Artists Bureau. To see and hear the band in person is to like it. Thus, the station feels that these outside engagements add more and more people to the vast legion of listeners to Heinie's programs on WTMJ.

Another proof of the drawing power and popularity of "Heinie and His Grenadiers" is the annual charity Christmas party held by Heinie at the Milwaukee Auditorium. About 20,000 people pack the Auditorium halls each year for this affair.

Until a year ago WTMJ observed the stern policy of allowing no visitors in the studio during Heinie's broadcast, but the demand became so imperative for admittance to these programs that the bars had to be let down. Now the studios are filled to their audience capacity for both Heinie programs every day and reservations are now on the books for programs weeks in advance.

The Heinie features have been excellent revenue producers for the

Viewpoints

Sees Colleges as Source Of Gag Material Writers

"Radio should look to the American colleges for its development of future gag writers. The most sparkling and original gags are born in the institutions of higher learning.

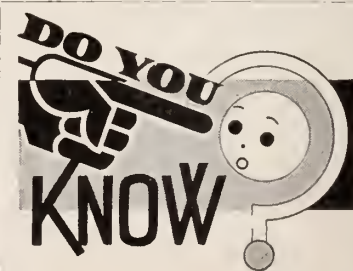
"Sponsors and broadcasting companies go to extremes to develop every department except the one that needs most attention. Radio's crying need is a supply of comedy script writers who can provide original material, but under the present structure it's much too difficult for an aspiring gag writer to get a break.

"Radio comedy has come in for more than its share of kidding. Comedians are accused of using old gags. From where, may I ask, are these gags stolen? Nine times out of ten the answer will be 'the college comics'. Why not then go after this talent?

"There are nearly 100 first-rate humor magazines published by the college undergraduates themselves. That means more than 100 potential gag writers graduate every June. Where do they go? Few can be found in big-time radio and that is just where they do belong. For the sake of the not too indulgent public which is fed up with gags it has heard before, I suggest that these young writers be recruited and trained for radio."—TED LEWIS.

station. They are participating programs. The noon program has been sold out all Winter. It carries a top quota of twelve announcements. The evening programs, with their higher rate and shorter period on the air, have been carrying an average of six announcements per program.

"Heinie and His Grenadiers" have made history for station WTMJ and judging from the ever mounting popularity of the feature, as indicated by all radio polls and listener surveys made within the last four years, they will continue to break the long-run record for some time to come.



The full name of Hal Nichols, president-owner of KFOX, Long Beach, Cal., is Hallie George Washington Bulton Nichols.



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 92

NEW YORK, N. Y., FRIDAY, JUNE 18, 1937

FIVE CENTS

Radio-Tele Bldg. at World Fair

SOCIAL SECURITY BOARD RULES ON MUSICIANS

Washington Bureau, RADIO DAILY

Washington — NAB's pre-convention bulletin, issued yesterday, contains an official ruling of the Social Security Board regarding employment of musicians, orchestrators and orchestra leaders on sponsored programs. The board ruled:

"Orchestra leaders, 'contractor,' orchestration writers and musicians are all employees of the sponsor. They are employees and are distinguished from independent contractors because they are members of a voluntary union, which requires a specified amount of compensation and regulates the conditions of employment, and because they perform services subject to the direction of the sponsor or its agents."

Drano Script Series Starts Aug. 4 on NBC

The Drackett Co., Cincinnati (Drano), on Aug. 4 will begin a series of dramatic script shows over the basic NBC-Blue network (except WSAI, WIRE and WDEL) each Wednesday and Friday at 11:45-12 noon. Contract is signed for 52 weeks through Ralph H. Jones Co., Cincinnati.

David Botsford Elected To AAAA Executive Board

David M. Botsford, president of Botsford, Constantine & Gardner, Portland, Ore., has been elected member-at-large of the executive board of the American Association of Advertising Agencies, for one year, to fill the vacancy caused by the resignation of Don Francisco, executive vice-president of Lord & Thomas, Los Angeles.

Close Shave

Grover Whalen, president of the 1939 World's Fair, scheduled to go on the air both by sound broadcasting and television in yesterday's RCA ceremonies at 4:15 p.m., arrived in the television studios at just 4:14:30 p.m. Program got off on time and went over without a hitch, however, despite lack of rehearsal.

Carrier Pigeon Link

What is believed to be the first use of carrier pigeons as a link in getting news for radio broadcast was employed yesterday by Bob Edge, WOR fishing commentator. From a fishing cruiser 73 miles out at sea, a report on fishing conditions was flown by pigeon to Lakehurst, relayed by phone to the station, and aired shortly thereafter.

AAAA COAST CONVENTION IS SET FOR OCT. 21-22

This year's Pacific Coast Convention of the American Ass'n of Advertising Agencies will be held Oct. 21-22 at the Hotel Del Monte, Del Monte, Cal.

Edmund M. Pitts of J. Walter Thompson Co., San Francisco, chairman of the Northern California Chapter of the association, has been appointed chairman of the Committee on Program for the Convention. He will be assisted by the chairmen of

(Continued on Page 3)

Whipple Musical Series Is Spotted Over WJZ

Harvey Whipple Co., Springfield, Mass. (mastercraft oil burner) will be heard in a new series of musical programs on WJZ, New York, beginning Sept. 7 at 6:35-6:45 p.m. Program, entitled "Castles of Romance", will feature Alice Remsen, George Griffin and Al and Lee Reiser. Series will run for eight weeks. Willard G. Myers placed the account.

United Drug Co. Disk Series Being Tested on 7 Stations

New Salina Station Is Formally Dedicated

Salina, Kas.—Salina Journal's new station, KSAL, which recently made its debut on the air, held formal opening and dedication exercises on Wednesday. Located on the top floor of the Journal's quarters in the old

(Continued on Page 3)

RCA to Erect Structure Covering All Branches of Broadcasting--New 441-Line Television Shown

PLENTY ENTERTAINMENT FOR NAB CONVENTIONITES

Chicago — Delegates to the NAB convention, which holds forth at the Hotel Sherman, June 20-23, will find plenty of entertainment lined up for them, according to the program announced by Glenn Snyder, manager of WLS and president of the Chicago Broadcasters' Ass'n.

In addition to the Sunday morning golf tournament, for which Sen Kaney of NBC is handling arrangements, all networks and studios are extending invitations to tour their offices, studios and plants.

World Broadcasting System will have open house for agency men and radio executives in its new \$200,000 plant. WGN is bidding visitors to attend nightly broadcasts in its 600-seat auditorium.

NBC will give a cocktail party preceding the banquet Wednesday night in the Sherman exhibition hall. Mutual throws a breakfast at the

(Continued on Page 3)

CBS Will Carry Talk Of New NAB President

CBS will broadcast the acceptance speech of the new president of the National Association of Broadcasters on June 23 at 10:45-11 p.m. over a coast-to-coast hook-up. The new prexy will be elected to office that day.

David Sarnoff, RCA president, and Grover Whalen, president of the 1939 New York World's Fair, yesterday in the NBC television studios signed an agreement whereby RCA will construct a building at the fair which will cover all branches of radio and television.

Signing of the agreement was televised to the New York area through the NBC television transmitter, W2XBS, in the Empire State Building. The voice transmission was sent out over the NBC-Blue network. This is the first time the signing of a contract has been televised and the first time the sound which accompanied the picture has been sent out over a national network simultaneously with the televised broadcast.

It was also the first time that the press had witnessed the new 441-line television picture and all agreed

(Continued on Page 3)

ET ACTION BY A. F. OF M. LEFT TO SPECIAL PARLEY

Louisville—All action by the American Federation of Musicians concerning electrical transcriptions, sound recording, etc., has been referred to a special meeting of the executive board to be held in New York not later than 30 days from the close of the convention here tomorrow.

Delegates authorized the board to take up these matters and legislate according to the best interests of the Federation as embodied in various resolutions.

Guest Producer

If the guest-star idea is good, the guest-producer ought to work out okay, too, according to Donald Peterson, producer of "Junior G-Men" on WOR. So he arranged for Phil Lord of "Gangbuster" to be his first guest producer, on July 9. Plan is to have a guest once a month. Neff-Rogow is the agency.

(Continued on Page 3)



(Registered U.S. Patent Office)

Vol. 1, No. 92 Fri., June 18, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp., J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone WIsconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk and Verne Bailey, 6425 Hollywood Blvd. Phone Granite 6607.

Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

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FINANCIAL

(Thursday, June 17)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	164 ⁷ / ₈	164	164 ⁷ / ₈	— 5 ⁷ / ₈
Crosley Radio	19 ¹ / ₄	19	19 ¹ / ₄	+ 1 ¹ / ₄
Gen. Electric	52	49 ³ / ₄	52	+ 1 ³ / ₈
North American	23	21	22 ³ / ₄	+ 1
RCA Common	8 ¹ / ₈	7 ⁷ / ₈	8	— 1 ¹ / ₈
RCA First Pfd	64 ³ / ₈	63	64 ³ / ₈	— 1 ¹ / ₈
RCA \$5 Pfd. B				
Stewart Warner	17 ⁵ / ₈	17	17 ¹ / ₂	+ 1 ¹ / ₄
Zenith Radio	30 ⁵ / ₈	30	30 ¹ / ₂	— 1 ¹ / ₂

OVER THE COUNTER

	Bid	Asked
CBS A	26 ¹ / ₂	28
CBS B	26	27 ¹ / ₂
Stromberg Carlson	11 ¹ / ₂	12 ¹ / ₂

Pontiac Program from Coast

Pontiac Motor Co.'s program, "News Through a Woman's Eyes," moves to the west coast on July 5. Kathryn Cravens, commentator on the show, leaves for Hollywood by plane July 2, and will remain on the coast for three weeks. At the conclusion of that time, the show will return east. Program is now heard Monday, Wednesday and Friday over a CBS network of 47 stations at 2-2:15 p.m.

WHIO Salutes Ohio State Station

Dayton—When WOSU, Columbus, Ohio State University Station, celebrated its 15th anniversary, WHIO the Dayton Daily News Station, broadcast a salute program featuring Tommy Dunkelberger and Lester Spencer. The latter, program director of WHIO, started his radio career at WOSU.

MARTIN BLOCK'S "Make-Believe Ballroom"

A WNEW FEATURE
1250 Kc.

10 TO 11 A. M. □ 6 TO 7:30 P. M.

\$250,000 Radio Plant Given to Dallas Expo

Dallas—The radio plant built last year on the grounds of the Greater Texas and Pan-American Exposition at a cost of \$250,000 by Gulf Oil Corp., is now the property of the Exposition. The radio station, the "singing towers" which enable programs to be heard anywhere on the exposition grounds, and all equipment were presented to the Exposition officials by Madison Farnsworth, assistant district manager of Gulf Oil, in a ceremony heard over local stations.

CBS Network to Air All-Star Ball Game

The All-Star baseball game to be played July 7 will be aired over the entire CBS network. The broadcast will begin at 2:30 p.m. and continue through the conclusion of the game. Program will originate at Griffith Stadium, Washington, D. C., with France Laux of KMOX, Bill Dyer of WCAU and Arch MacDonald of WJSV doing the announcing. Event is an annual affair and features a picked team from the National league opposing the stars of the American league. Program will be aired as a sustainer.

Steinberg on Fair Committee

Colonel A. Ralph Steinberg, president of Radio & Film Methods Corp., at a meeting of the board of directors of the Broadway Ass'n this week in the Hotel Astor, was appointed chairman of a special committee on the World's Fair. Work of the committee will be to coordinate the activities of the members of the association with the schedule of the fair. Col. Steinberg was appointed by Dr. John A. Harriss, president of the Broadway Ass'n.

B. A. Rolfe Plays Host

B. A. Rolfe, orchestra leader on the "Heinz Magazine of the Air" and Mrs. Rolfe gave a cocktail and supper party for the cast of the "Heinz Magazine" and executives of the Maxon Agency at their 25 Central Park West residence yesterday afternoon and evening.

Margo and Brown in New Spot

Margo and Brown, piano team, will be featured with tenor Joe Martin over WHN on a new series of weekly programs starting this Monday at 8:15-8:30 p.m.

"Orphan Annie" to Recess

Chicago—"Little Orphan Annie," sponsored by Wander Co. for Ovaltine, fades July 9 for the summer. Sketch returns Sept. 27 over the NBC-Red.

Rockwell-O'Keefe Signs Two

Rockwell-O'Keefe have signed Connie Gates, radio vocalist, and Tito Coral to exclusive management contracts.

Americanism Series On N. Y. State Network

WINS and the New York Broadcasting System tonight inaugurates a new series featuring Gerald L. K. Smith, ordained minister, under sponsorship of The Committee of 1,000,000, an incorporated educational institution whose purpose is "to combat the subversive influences undermining the traditional American form of living."

Program will be heard every Friday at 8-8:30 p.m.

McCracken to Supervise B. & B. Coast Radio Work

Chester McCracken, assistant to Tom Revere of the Benton & Bowles advertising agency, left last night to supervise the radio work for that agency on the west coast. He will probably remain west for the next few months. Betty Buckler, script girl on the "Show Boat" broadcasts, leaves today to work on the new series which will originate from the coast. Helen Strauss, publicity director of the agency, returns Monday from a business trip to the Benton & Bowles headquarters on the coast.

New NBC Music Series

"Whither Music?" a new series in which John Tasker Howard, distinguished American composer and author, will survey today's music and speculate on what tomorrow will bring, starts June 26 at 6:35 p.m. over the NBC-Blue network. Joseph Littau will conduct the NBC concert orchestra on the programs.

New WBRY Variety Shows

New Haven—Jack Henry has planned two new variety shows from the New Haven WBRY studios, Mondays and Wednesdays at 9 p.m. to replace network programs. One will include Lillian Kaye, blues singer, at present also on a WINS commercial and with WTIC and WDRC laurels as well; the Three Naturals, a trio with plenty of air credits around the State, and Peter Bomba, a comedian with a new Polish dialect, whom Henry hails as a find.

Believing negro talent and negro audience as yet largely unexploited. Henry has planned another show as a "Fantasy in Tan," with Don Raphael and his swingsters, Leona Garner and Richard Pettway, vocalists new to the airwaves, and a series of dramatized episodes in the lives of outstanding negroes.

De Filippi Winding Up Series

Arturo de Filippi will wind up a 13-week series of 15-minute recitals over WQXR on June 25. Program is heard Fridays at 6:45 p.m.

C. P. MacGREGOR Hollywood

AT the CONVENTION
Room 423
Sherman Hotel

COMING and GOING

ROBERT SWINTZ, commercial manager of WSBT, South Bend, is in New York.

C. T. LUCY and BARRON HOWARD, manager and assistant manager, respectively, of WRVA, Richmond, are visitors in New York.

MARTIN CAMPBELL, managing director of WFAA, Dallas, will attend the NAB convention in Chicago.

HARRIET HILLIARD NELSON has returned to New York from Hollywood.

JANE CRUSINBERRY, author of the "Mary Merlin" radio shows, departed this week from Chicago for Mamaroneck, N. Y., where she'll spend the summer writing a few new shows.

CHESTER MacCRACKEN, assistant to Tom Revere at Benton & Bowles, left last night for Hollywood.

BETTY BUCKLER, also of Benton & Bowles, leaves for Hollywood today to work on "Show Boat".

HELEN STRAUSS of the Benton & Bowles publicity department returns from the west coast Monday.

BENJAMIN BUXTON, radio editor of the Springfield (Mass.) Republican, has sailed for Havana where he will spend his vacation.

IVAN STREED, production manager of WKBF, Rock Island, Ill., is en route to Canada and then to New England, New York and Washington.

TED COLLINS leaves New York on Monday for Chicago to attend the NAB convention there.

HCWARD LONDON of the editorial staff of RADIO DAILY flies out to Chicago tomorrow to attend the NAB convention.

BILL BURTON of the Rockwell-O'Keefe office leaves for Pittsburgh today.

36 RCA Mfg. Members Off to NAB Convention

Additions yesterday to the eastern contingent headed for the NAB convention in Chicago included 36 members of RCA Manufacturing Co. Frank Conrad, radio time buyer for McCann-Erickson, and Ted Collins, manager of Kate Smith, also joined the list. The RCA group includes:

F. R. Deakins, J. L. Schwank, L. M. Clement, M. C. Batsel, J. B. Coleman, John Vassos, J. W. McNabb, I. R. Baker, T. A. Smith, C. M. Lewis, H. C. Vance, S. W. Goulden, P. V. Lutz, L. Brodton, W. H. Hoffman, W. L. Lyndon, L. J. Anderson, A. N. Curtiss, J. E. Young, B. W. Robins, H. Belar, J. E. Eiselein, V. E. Trouant, T. D. Cunningham, B. Adler, R. P. May, D. A. Reesor, A. R. Hopkins, R. A. Wilson, A. Josephsen, W. H. Beltz, E. Frost, W. M. Wittly.

In Baltimore, it's

WFBR
NATIONAL REPRESENTATIVES
EDWARD PETRY & CO.

RADIO-TELE BUILDING AT N. Y. WORLD'S FAIR

(Continued from Page 1)

it was a definite improvement over the 343-line image of a year ago. RCA gave a demonstration for the Institute of Radio Engineers some weeks ago, but that was a private showing.

The building to be erected at the Fair will be of ultra-modern construction and will be linked directly with the NBC television transmitter in Manhattan. Outstanding fair events will be televised and shown to the visitors for the first time in radio history.

In making the announcement of RCA participation, Sarnoff said that Lenox R. Lohr, NBC president, would be in charge of the RCA family's participation in the fair. Lohr was formerly head of the Chicago Century of Progress Exposition.

After the ceremonies were televised, Lohr stated that when television is perfected no actors will be allowed to read from scripts. Sarnoff, Lohr and Whalen all read their speeches from paper and as a result only the tops of their faces were visible to the reporters present.

Lohr also estimated that RCA would spend over \$1,000,000 for the fair building and equipment. The building will be known as the "World of Tomorrow." Some of the press representatives present were under the impression that the conclave was to be a television demonstration, but Lohr denied that it was. He said that the television receivers which picked up the program in the NBC board room and O. B. Hanson's office were hurriedly wired together at Camden and sent to New York for this occasion.

Betty Goodwin, NBC television announcer, opened and closed the television ceremonies.

WMCA Airing AFA Meet

Opening luncheon session of the Advertising Federation of America's annual convention at the Hotel Pennsylvania will be aired Monday at 1:30-2:15 p.m. by WMCA. Dr. James Shelby Thomas, president of the Chrysler Institute of Engineering, and De Loss Walker, associate editor of Liberty Magazine, have been added to the list of speakers.

WHBI Staff Changes

Newark, N. J.—With the acceptance by Ed Laux of a post on WOR, there have been two recent changes at WHBI here. Laux's place as all-night announcer has been taken by Rod Davies, formerly of the day staff, and the vacancy is being filled by a new man, Bob Miller.

RECORDINGS

Productions -:- Transcriptions

Sound Reproductions Corp.

17 West 46th St.
New York City

Telephone
BRY 9-8265

NEW PROGRAMS—IDEAS

Give Local Actors Chance

The Friday night performances of the WHBF Players over WHBF, Rock Island, Moline and Davenport, offer all tri-city actors an opportunity for radio dramatic experience. Auditions for participation in the weekly half-hour sketches are arranged through Roy A. Maypole, head of WHBF's dramatic department.

The weekly studio performances draw good-sized crowds, and local people active in little theater work have welcomed the opportunity for radio experience. A regular performer on the Friday night shows is now playing the title role in a 15-minute daily commercial skit over Station WHBF.

A playwriting contest to be sponsored by the station will give awards for the best half-hour dramas contributed by amateur authors. The plays will be produced and presented by the WHBF Players during the coming winter.

"Radio Riddles" on WMT

Another version of the quiz program has made its bow over WMT, Cedar Rapids-Waterloo, Ia. under the title of "Radio Riddles," and response

AAAA Coast Convention Is Set for Oct. 21-22

(Continued from Page 1)

the other three Coast Chapters, namely:

August J. Bruhn of McCann-Erickson, Los Angeles, chairman Southern California Chapter; Ray Andrews of Botsford, Constantine & Gardner, Portland, chairman Oregon Chapter, and R. P. Milne of Milne & Co., Seattle, chairman Washington Chapter, and by the Board of Governors of the Northern California Chapter: James C. Knollin of Gerth-Knollin Advertising Agency, San Francisco; Alvin Long of Long Advertising Service, San Jose; Fred T. Weeks of Brewer-Weeks Co., San Francisco, and John Whedon of Lord & Thomas, San Francisco.

O. H. Blackman of Palo Alto, Cal., formerly of The Blackman Co., New York, and then active in affairs of the association, has been engaged as convention executive to handle arrangements for the convention, with the assistance of Douglas G. McPhee, business writer, San Francisco, formerly editor of Western Advertising.

At approximately the same time as this regional meeting on the Pacific Coast, two other regional mid-year meetings of the Association will be held—one for agencies in the Central states in Chicago and the other for the Eastern seaboard in New York. These will be announced soon.

to the first airing indicates that the new show is off to flying start.

Benne Alter emcees the show which offers Frank Voelker, radio's blind organist, furnishing the music.

The sponsors of the show are giving a quart of ice cream to the person who sends in the correct answer on each question and audience is given three minutes in which to call the station with the correct answer.

A telephone has been installed in the studio, with calls being taken while on the air. Listeners were asked to call directly into the studio but succeeded in tying up every connection on the board with every telephone in the station being used to take calls.

Telephone company reported several thousand calls which they were unable to complete.

Cool Contest

City Ice & Fuel Co., Columbus, is sponsoring a program over WBNS called "How Well Do You Know Columbus," patterned after Professor Quiz's question box.

A prize of 1,000 pounds of ice and a lovely lamp are given away by the ice company to the winners of first and second prize.

Plenty Entertainment For NAB Conventionites

(Continued from Page 1)

Sherman on Monday morning for the press, with Fred Weber officiating.

Alex Robb, NBC Artists Service, is arranging a special show for the banquet, with ample feminine pulchritude and other flash acts—a television rather than a radio show.

At 3:30 Tuesday afternoon there will be a style show for the ladies in Marshall Field's English Room. Bertha Curran, Chicago Broadcasters secretary, assistant to Judith Waller, NBC educational chief, has been named official hostess and is arranging other events for the hundred women expected.

A few 17th row \$27.50 fight tickets are available, but the cheaper tickets are poor.

James W. Baldwin, NAB managing director, arrived yesterday.

DON COSTELLO says:

"My shows are on the increase since belonging to the Telephone-Secretary."

NATIONAL RADIO REGISTRY

415 Lexington Ave., at 43rd, N. Y.

Vanderbilt 3-8157

Telephone Secretary—Doris Sharp

UNITED DRUG TO TEST SERIES ON 7 STATIONS

(Continued from Page 1)

radio director of Street & Finney, who is also making the recordings at RCA Victor studios.

Stations for the Tuesday and Thursday cosmetic programs will be: WMBD, Peoria; KFH, Wichita; WOWO, Fort Wayne; WESG, Elmira; WFBL, Syracuse; WSM, Nashville, and WSB, Atlanta. Exact time depends upon the time cleared.

Merchandising tie-in includes at least one lesson in charm weekly at the point of sale, with one purchase as low as 50 cents for one of the cosmetic preparations. An ensemble, complete \$5 package, will entitle buyer to complete course at once. Newspapers and store window displays will also be used.

Rush for "charm school" programs followed the revelation that some \$7,000,000 annually is expended by American women for charm school lessons. Miss Melrose, considered a leading authority on the charm biz, has included such titles for lessons as: "What Men Admire in Women," "How Do You Register," "The Charming Hostess," "Things That Make People Like You," etc.

Product to be used on the program is not exactly set, but it is believed that it will be the established line of "Adrienne" cosmetics, which recently won the prize for best package.

New Salina Station Is Formally Dedicated

(Continued from Page 1)

post office building, it operates with 250-watt power and has a 190-foot vertical type radiator.

A. E. Crockett is general manager of the station, with Wendell Elliott, program director; N. E. Vance Jr., chief engineer; Paul Roscoe, special events announcer, and Sidney Tremble, Bruce Robinson and Carl Eberhardt, announcers.

Jazz Nocturne,
one of those sustain-
ings that stands out
against most com-
mercials, by com-
parison, like a dia-
mond in a coal bin.
(WOR—8:15)

Daily News, June 15

A show with built audience
ready for sponsorship

WOR

NEW PATENTS

Radio and Television

Compiled by

John B. Brady, Attorney

Washington, D. C.

2,083,626—Amplifying Circuits. Rene P. Wirix, Eindhoven, Netherlands, assignor to RCA.
 2,083,722—Automatic Radio Tuning System. Joseph La Via, Long Island, N. Y.
 2,083,747—Signaling System. Wilhelm Runge, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.
 2,083,755—High Frequency Amplifier and Frequency Multiplier. Rinfe H. van Minnen and Pierre J. H. A. Nordlohne, Eindhoven, Netherlands, assignor to RCA.

2,083,901—Selective Coupling Circuits. Pau' O. Farnham, Boonton, N. J., assignor, by mesne assignments, to RCA.

2,083,926—Screen Grid Oscillator. Henry Shore, Elizabeth, N. J., assignor to RCA.

2,083,945—Apparatus for Indicating Velocity. Earl R. Evans, Washington, D. C., assignor to George L. De Mott.

2,083,995—Television. Francois C. P. Henroteau, Ottawa, Canada, assignor to Electronic Television Co., Limited.

2,084,004—Method and Apparatus for Producing Special Electric Fields. Bindo Riccioni, Rome, Italy.

2,084,135—Amplifier Circuits. Gaylon T. Ford, Fequanock, N. J., assignor to Bell Telephone Laboratories, Inc.

2,084,157—Generator. Miles A. McLennan, Riverton, N. J., assignor to RCA.

2,084,163—Electric Discharge Device. Caid H. Peck, Schenectady, N. Y., assignor to General Electric Co.

2,084,172—Electron Tube. Electron Tube. Paul G. Weiller, Bloomfield, N. J., assignor, by mesne assignments, to RCA.

2,084,180—Radio Signaling System. Loy E. Barton, Collingswood, N. J., assignor to RCA.

2,084,181—Radio Signaling System. Loy E. Barton, Collingswood, N. J., assignor to RCA.

2,084,186—Photocell Amplifier. Rene A. Braden, Collingswood, N. J., assignor to RCA.

2,084,205—Means for Selecting Radio Programs. Russell C. Lane, Dayton, O., assignor, by mesne assignments to RCA.

Air Conditioning School Places WJZ Test Shot

The Refrigeration & Air Conditioning Correspondence School on Monday, 10:30-10:45 a.m., will broadcast a one-time test program over WJZ. Account was placed by National Classified Advertising Agency, Youngstown, O.

Bob Howard Back on WHN

Bob Howard, back from England where he was a featured artist with the British Broadcasting Co., will return to the American airwaves via WHN for a new series starting Monday at 12-12:15 a.m. Howard will be heard every night thereafter at midnight.

1	9	3	7
2	4	5	6
10	11	12	13
14	15	16	17
18	19	20	21
22	23	24	25
26	27	28	29
30			

Greetings from Radio Daily

to

June 18

Clayton Collyer

June 19

Emil Coleman Martin Gabel
 Dickson McCoy Andy Donnelly
 Alden Edkins Ed. Thorgersen
 Charlotte Harriman



● ● ● Fireworks before the Fourth is anticipated in the music biz when the Music Publishers' Protective Ass'n meets in a few days to tear into publishers "buying" air plugs....Kate Smith refused \$10,000 a week to appear in Texas....Roy Bargy, Paul Whiteman's chief arranger, married Jane Vance, a singer, 24 hours ago....Benny Fields just finished a series of recordings for Master....Lennie Hayton's dad died the other day and was buried yesterday when Lennie rushed back from the coast....Bee Walker went fishing the other day for the first time—and nearly fell out of the yacht drawing in a—snail....Ted Hammerstein has bought a farm in Great Barrington, Mass....Lester Lee's wife had her tonsils yanked in Stamford yesterday....Russ Morgan's tuba player asked him for a raise and when Morgan inquired why he felt he should have one at this time, in view of the fact that the work isn't any harder, the musician replied: "I know I don't work more—but I carry more instruments."

● ● ● On Tuesday morning a window awning on the Safety building in Rock Island, Ill., caught fire. This, directly below the WHBF studios....Announcer Woody Magnuson, who was then putting on a Mississippi Valley news program, leaned out of the window and broadcast a first-hand description of the fire from a distance of 12 feet—cracking flames, screams of stenographers, truck sirens, gathering of crowd and all....Blame was first tossed on Woody, thinking that he might have tossed a ciggie out of the window—so as to obtain a scoop!....Carl Kalash, NBC-Frisco violinist and candid camera fiend, was on the air Tuesday noon when informed that his wife, Olga Yaffe, also a fiddler, had just given birth to a son....Carl finished playing "Ave Maria" at 12:12 and dashed to the hospital....There, behind glass, he saw his son. Without losing a second, the musician aimed his trusty candid camera and "shot" his son—15 minutes after entry into the world.

● ● ● Bing Crosby will come east in August (two weeks after his track opens) and spend two weeks watching the nags at Saratoga with Ben Bernie and Al Jolson....Mrs. Franklin D. Roosevelt bows out July 14...."Romance of Helen Trent," CBScript show, has been renewed for 13 weeks....Don Voorhees, has just been named musical director of "Virginia," Lawrence Stallings' extravaganza to be at the Center Theater in the Fall....Roy Gost, crime expert and inventor of the "Jury Box" game, is peddling a crime series to the agencies....Bert Gordon, the mad Russian of the Berle show, and the top dialectician, has a grand "Russian" idea for questar shots....Inside stuff: Milton Berle did not have his nose bobbed on the coast. Effect is created by the shaving of his hair from the forehead and the change of hair comb!

● ● ● Hal Makelim, KXBY, Kansas City general manager, thought the addition of a few Ph.D.s and Phi Beta Kappas might improve the cultural tone of the station and advertised in the Sunday papers for five college boys to learn radio....But the "want-ad" clerk got it five "colored" boys and 150 sepia radio aspirants of all ages and sizes formed a dark cloud about his door next morning. When the error was discovered a 100-word explanation was slipped into the schedule and a request for paler hued apprentices was aired....Col. Bill O'Toole, dean of Baltimore's WCAO announcers, in an official communique, declares that Snowball W. Slosh, who aids him in the daily children's hour, has exchanged his heavy winter ear muffs for the cellophane kind in anticipation of the early opening of the—watermelon season....Snowball, by the way, is one of some 30 characters that the Colonel introduces to the audience in the course of his various shows.

Coming Events

Today: American Federation of Musicians annual convention, Louisville.

June 14-19: International Congress of Performing Rights Societies, Paris.

June 20-23: National Association of Broadcasters' annual convention, Hotel Sherman, Chicago.

June 20-23: Advertising Federation of America's 33rd annual convention, Hotel Pennsylvania, New York.

June 21-24: American Institute of Electrical Engineers' convention, Milwaukee.

June 21-24: Summer Convention of the Canadian Electrical Convention, Banff, Alberta.

June 22-23: Annual Radio Show Trade sponsored by Radio Wholesalers Club Inc., Hotel Statler, Boston.

July 8-10: L'Union d'Art Radiophonique first international congress, at the Sorbonne, Paris, France.

June 26-July 3: National Education Ass'n Convention, Detroit.

July 12-17: International Congress of Short Waves, Vienna.

Aug. 2: Semi-annual meeting of the American Radio Telegraphers Association, New York.

Aug. 23: Credit Retailers' Ass'n of America annual convention, Hotel New Yorker, New York.

Oct. 21-22: American Ass'n. of Advertising Agencies Pacific Coast Convention, Hotel Del Monte, Del Monte, Cal.

Nov. 26: Inter-American Radio Conference, Havana.

BOSTON

Larry Thornton, Boston radio singer of popular songs, is now appearing at the Club Mayfair. Lou Bonick's orchestra is featured for dancing.

A radio preview of "A Day at the Races", starring the Marx Brothers, was presented by Scott Furriers over WMEX the night before the screen hit opened at the Loew's houses in Boston.

A host of friends, admirers and relatives were aboard the Transylvania to give John F. McNamara, program director of WBZ-WBZA, a rousing farewell and bon voyage party when he sailed for Europe. In Dublin McNamara will be guest of the Abbey Players, who will welcome and entertain him while in that city. Following his visit to Ireland and England, McNamara will fly to Paris where his itinerary will take him to several large cities of Europe. In London he will also be the guest of Edward C. Gamage, former D'Oyly Carte Opera tenor, who is coming over to join WBZ as staff soloist next September.

WITH THE ★ WOMEN ★

By ADELE ALLERHAND

JESSICA DRAGONETTE, prima donna of international appeal, whose warbling on the Palmolive series provides ear-balm for listeners on a 68-station CBS network, numbers among her fans New Zealanders, Canadians, Scotsmen, East and West Indians, and South Americans and Europeans of assorted nationality. . . . Has been in radio 10 years, during nine of which she's broadcast every Friday night on the Cities Service and Philco programs. . . . Never repeated a selection in less than six months. . . . Knows her audience as well as her music.

La Dragonette prefers Victor Herbert, partly because she introduced his operettas to the air-waves in her early radio days. . . . Would enjoy varying the broadcasts, by producing an operetta in condensed form on one occasion, in her present manner, and a program of concert, operatic or dramatic selections, on another. . . . Looks forward to opening the Maine Festival in Sydney, Me., at the request of the Federation of Music. . . . Has no strong reaction to audiences at broadcasts. . . . Plays to the unseen one, disregarding the visitors, who, she believes, understand the situation. . . . Radio, according to Jessica, is a romantic medium. . . . Believes poetry (she writes it) has a place on the air. . . . Also that drama, music and poetry will one day all be written directly for the ether. . . . Retains an open mind with regard to television. . . . Her last experiment along tele lines was for the radio commission in Washington. . . . Believes it's a kinder medium than movies because of the luminosity and the lesser importance of camera angles. . . . Continues the rigorous routine of vocal, dramatic and terpsichorean training of her childhood, assured her televisual appeal will be as great as her purely auditory one.

"Hour of Charm"-ers to open at Boston's Metropolitan Theater, week of July 8. . . . The July 12 broadcast to emanate from WNAC. . . . Barbara Stanwyck on the verge of being signed for a new commercial on the coast. . . . That Helen King would like to be triplets on account of she can't decide whether to yes a bid for Chl, one for Canada, or one for Detroit, with three separate sponsors waving contract blanks.

ORCHESTRAS - MUSIC

MAESTRO Gus Arnheim, originally signed for four weeks at the New Yorker, remains indefinitely, according to arrangements made by Rockwell-O'Keefe Inc.

Bob Crosby and ork follow Joe Venuti into the Great Lakes Exposition Aquacade in Cleveland on Aug. 17, to remain for nine days. Glen Gray and his musical contingent take over in that spot on Aug. 28.

Johnny Hausser and the band inaugurate a weekly broadcast from the stage of the Grossinger Playhouse, Grossinger, N. Y., on Monday at 4:30 p.m., to be aired via WOR-Mutual.

Nano Rodrigo and his lads, currently featured on an NBC sustainer, open at Ben Marden's Riviera, Fort Lee, N. J., on June 29, for CRA.

Lee Grant and the outfit he batons are more uncertain as to the number of tunes they'll be called on to play than any band on the air, reason being, the "Grandstand and Bandstand" program broadcasts the inning by inning baseball returns and on rainy days Grant and the boys are expected to play for more than two and one-half hours of the schedule.

Batoneer Charley Agnew and ork began a series of half-hour broadcasts from Bill Green's club on WCAE, yesterday at 1 a.m.

Singing Sam will sing four ditties during his 12:45 program over WCAE on Monday. "Toodle-Oo," "My Little Buckaroo," "Meet Me in St. Louis" and "Because" are the preferred numbers.

Charlie Dornberger and his orchestra inaugurate a period of rhythmic music at the Peabody Hotel, Memphis, on the 22nd, succeeding Clyde McCoy, who moves on to Detroit for a Graystone Ballroom engagement.

Jolly Coburn and his musical aggregation, currently heard at the Claremont Inn, New York, are set for a Victor recording date June 24. Arrangements made through Ed Kirkeby of CRA.

The Edwin Franko Goldman series of NBC broadcasts will be heard on Mondays, the Sunday schedule having been eliminated.

Paul Whiteman inaugurates two new series of broadcasts from the Frontier Fiesta, Fort Worth—a Wednesday series, beginning June 30 at 11:30-12 midnight on the NBC-Blue network, and a Saturday series, premiering July 3 at 10:30-11 p.m. on the Red. Both series are expected to run for about three months.

The "Hour of Charm" Orchestra, batoned by Phil Spitalny, will offer "The Flight of a Bumble Bee," on their "Hour of Charm" program at an early date, with eight violins all buzzing like the well-known insect.

Les Brown and his Duke Blue Devils take over at Castle Farms, Cincinnati, June 22, according to arrangements made by CRA.

Bob Weems has been signed to take charge of bands in the Chicago office of Rockwell-O'Keefe Inc.

Programs That Have Made Station History

No. 11—KUOA's "Cathedral of the Ozarks"

KUOA, Siloam Springs, Ark., originates a program to the Oklahoma network every Sunday morning. The sponsor is the John Brown Schools Organization. The program lasts an hour, being placed at 8 a.m. CST. A talent group from the staff and student body of John Brown University furnish the music, and John E. Brown, president and Founder of the Schools, gives a short inspirational talk. In many ways the program is similar in content to the Ford Sunday Evening Hour, direct commercials being avoided. The talent array is made up of the University Mixed Octette, accompanied and assisted by Vibraharp and organ, the KUOA gospel singer, and Reginald Martin, well-known composer and organist. The University Octette is a daily talent feature on the "University of the Air" programs of KUOA, and is known there as the "Harbor of Harmony."

The program is planned as a quiet,

enjoyable Sunday Morning hour, which is held "early so as not to interfere with the regular church-goers in their attendance." John E. Brown, who personally conducts the God's Half Hour Program on KUOA, is a well known radio figure. His program has been on the air daily for five years over KMPC, Beverley Hills, Cal., and in addition the program has had contracts on KNX, KFOX, KFAC, KGER, WHO, KOMA, KTAT, KWKH, KFPW, KLRA, KARK, KGH, and recently the John Brown Schools have contracted for a weekly quarter-hour on the Don-Lee Mutual.

The Oklahoma network of eight stations is a recent addition to the Mutual's middle west net. The Cathedral of the Ozarks is planned carefully to boost the Ozarks region, as well as to be a broadcast service in the nature of institutional advertising.

NEW BUSINESS

Signed by Stations

WFAA, Dallas

Brown & Williamson Tobacco Co. (Avalon cigarettes), newscasts, through Batten, Barton, Durstine & Osborn; B-C Headache Powders, station breaks, through Harvey-Massengill; Spry, station breaks; American Liberal Magazine, Peter Molyneaux; Southwest Greyhound Buses, station breaks, through Beaumont & Homan agency, Dallas; Morten Milling Co. (La France Flour), "Friendly Frolics"; Dodge Motor Co., Frank Morgan disks.

WMAQ, Chicago

Simoniz Co., renewal of "Sunshine Hour" for year, through George H. Hartman agency; S.O.S. Co., renews "See Our Stars" radio gossip for year.

WCBS, Springfield, Ill.

Montgomery-Ward & Co., "Neighbor Jim", disks, three times weekly, 26 weeks.

GUEST-ING

JACK NORWORTH and **COLLINS BRIGGS**, on Fred Allen program, June 23 (NBC-Red, 9 p.m.)

THOMAS L. THOMAS, with Jessica Dragonette and Charles Kullmann in "Sari," on Beauty Box Theater, June 23 (CBS, 9:30 p.m.)

GENE BUCK and **AL WOODS**, on Chamberlain Brown program, June 21 (WMCA, 1:45 p.m.)

NAT PENDLETON, interviewed by Radie Harris, tonight (WHN, 8 p.m.)

GRISHA GOLUBOFF, violin prodigy, on Chase & Sanborn Hour, June 20 (NBC-Red, 8 p.m.)

EDWARD KANE, tenor, on "Heinz Magazine of the Air", July 2 (CBS-11 a.m.).

COL. KILPATRICK, **MARY MARTIN**, **PAUL SULLIVAN** and **LOUIS SOBOL**, columnist, on "For Men Only" broadcast, June 21 (WHN, 8:30 p.m.).

JANE FROMAN, on NBC Jam-boree, tomorrow (NBC-Red, 8 p.m.).

THE NEW CRY OF THE OLD WEST



GENE O'FALLON, Manager
Suite 922—Hotel Sherman
(during N.A.B. Convention)

Rep. by **JOHN BLAIR & CO.**

STATION-STUDIO
and
TRANSMITTER

EQUIPMENT

NEW DEVICES
and
IMPROVEMENTS

Latest Technical Developments and Activities in Radio and Television

Gove Vertical Mixer Is Placed on Market

Cleveland—The vertical faders developed for WHK and WJAY studio control work by E. L. Gove, United Broadcasting Co. technical supervisor, several years ago, are now being manufactured for general distribution among other radio stations.

Gove has turned manufacture of the faders over to the Tech Laboratories of Jersey City, N. J. The faders are to be marketed under the trade name "Gove Vertical Mixer."

First of the newly-manufactured mixers were received last week at WHK-WJAY studios. They are mounted neatly in laminated iron boxes. These particular mixers were made especially for remote amplifiers.

Others for studio control work are being manufactured now. The mixers simplify control work. They are used in place of the conventional dials seen elsewhere. With two hands the control operator can manipulate as many as five or six controls of the vertical type simultaneously instead of merely two of the dial type.

J. R. Duncan Appointed Midland Television Chief

Kansas City—J. R. Duncan, formerly with RCA and until his recent resignation assistant to the chief engineer of Philco Radio & Television Co., has been appointed chief engineer of Midland Television Inc. by G. L. Taylor, president of the newly established television school. Taylor will arrive in Kansas City to take over his new duties today.

Assisting Duncan in television research will be Karl Martin, formerly with RCA in the transmitter division.

Floyd Jones on Vacation

Bridgeport, Conn. — Floyd Jones, operator at WICC, is off on a two-week vacation.

KYOS Reaches Out

Merced, Cal. — KYOS is currently carrying 112 accounts in cities and towns other than Merced. Seventy-one of these are retail accounts beyond the 50 miles radius

Station Improvements

Grand Forks, N. D.—KFJM has asked FCC authority to install new automatic frequency control.

Spokane—License to cover CP for changes in equipment, increase in power and move of transmitter has been requested by KHQ.

Rapid City, S. D.—KOBH has been granted authority to install new equipment and increase day power to 250 watts.

Devils Lake, N. D.—CP to move transmitter and install vertical antenna has been granted to KDLR.

Sioux Falls, S. D.—CP to erect new vertical antenna has been granted KSOO.

Winona, Minn.—Modification of CP approving transmitter and studio, installation of new equipment and vertical radiator have been granted KWNQ.

Indianapolis — WIRE has been granted authority to install new automatic frequency control equipment.

Phoenix, Ariz.— Authority to install new automatic frequency control has been granted KOY.

Providence—CP to make changes in equipment and increase day power to 5 Kw. has been granted WJAR.

RCA Television Tubes Installed at KC Plant

Kansas City—Four RCA electronic television tubes and equipment, to make the newly established 441-line television station here the first to be so equipped west of Philadelphia, have been installed by Midland Television Inc.

Midland's station will be used in connection with the school opening in the fall, but eventually will be employed by KMBC when commercial television makes its bow.

WSMB Tower Finished

New Orleans — WSMB has completed its new tower, the first part of its construction job at the transmitter point, located near the naval station at Algiers, La. The job, put up by the Truett Construction Co., is said to be the only one of its type in the vicinity and is causing some interest in radio circles. New transmitter house is to be ready within four months.

KTSM Enlarges

El Paso, Tex.—Need for more room for the rapidly growing "Voice of El Paso" forced KTSM to add three more offices to the staff. A modernistically furnished audition room was added to the two already in use by the station's salesmen.

ET Operating Manual

NBC Electrical Transcription Service will introduce a complete operating manual for transcription libraries at the NAB convention next week. Manual will be available free to all visitors at the Thesaurus exhibit along with a portfolio of NBC recorded programs.

All Colonial Stations Getting New Amplifier

Boston — Following a trial this week on WAAB, key station of the Colonial Network, the new Western Electric 110A model Program Amplifier will be installed as soon as possible in the three remaining stations owned and controlled by John Shepard 3rd. These are WNAC, Boston, key station of the Yankee Network; WEAN, Providence, and WICC, Bridgeport.

Irving G. Robinson, chief engineer, and Paul De Mars, technical director, of the Yankee and Colonial Networks, are enthusiastic with the results obtained with the new amplifier which definitely stops any possibility of over-loading on the station signal and yet increases the volume at the reception point due to the fact that it operates at the peak at all times.

WBIG Orders Amplifier

Greensboro, N. C. — WBIG has placed an order for the latest development of the Bell Telephone Laboratory, a program amplifier, number 110A, from Western Electric. The new equipment will increase the signal level and is equal to doubling the carrier power.

In addition, WBIG is making a survey for a new antenna site with a view to installing a new half wave radiator.

George Ing A Father

San Antonio—George Ing, chief engineer at KONO, is the father of a nine-pound girl.

Program Amplifier Is Put Into Service

First program amplifier, known also as the ghost engineer or robot engineer, put out by Bell Laboratories has been placed in use at the WOR transmitter in Carteret, N. J.

The device regulates programs within prescribed limitations and increases program levels. This is the first amplifier of this type to be used commercially by any radio station in the entire country. The new equipment is currently in operation and according to Charles Singer, supervisor of the WOR transmitter, the amplifier now makes it possible to fully modulate the transmitter making use of the full capabilities of the carrier-wave.

Singer further stated that it eliminates the infinite necessity of checking on program levels between the studio and the transmitter. It also works as a safety factor since it will avoid any overloading of the transmitter and maintains the utmost in high fidelity.

Summer Bargain Flyer

Wholesale Radio Service Co., Inc. of New York has released its Summer Bargain Flyer for 1937, a handsomely prepared 12-page circular which carries a complete listing of replacement parts, test instruments, auto receivers and parts, electrical appliances, radio receivers for the home and Public Address and Amplifier equipment. All items are priced for summer clearance.

Joseph Whitehouse Laid Up

Mason, O. — Joseph Whitehouse, chief transmitter engineer for the WLW plant here, has been laid up by a mild case of scarlet fever. Shirley Lantzer, daughter of Floyd Lantzer, assistant chief transmitter engineer, also has it.

Larger Tele Screen

London — Scophony Ltd., which already has developed a home television receiver giving 24 x 22 inches of a quality comparable with that of the average home movie, is now at work on receivers that will give even larger pictures. The company's directors consider that the size of the pictures is among the most important items to the commercial success of television. Firm recently received its first commercial order, from the Soviet government for the Moscow television station.

MOTION PICTURE LIGHTING AND EQUIPMENT CORP.

WE FURNISH
Electrical Lighting Equipment of Any Kind
FOR RADIO STATIONS

244-250 WEST 49th STREET
New York City Tel Chic. 4-2074

Viewpoints

Radio Unites the Country on Its National Holidays

"Radio performs an invaluable service by uniting the country on a national holiday. Radio is an important influence on a day such as Independence Day.

"All those years before the advent of radio, America celebrated its holidays with a purely local flavor. Podunk had its Fourth of July and Indianapolis had its. Now, through nation-wide broadcasts, it can observe its anniversaries with a solemn unity entirely befitting the occasion. In other words, the United States can unite to commemorate the deeds that actually contributed to is unity.

"We will tune in our radios and become impressed by the amount of time dedicated to the occasion. We know that throughout the land, in the Podunks and the Indianapolises, fellow-countrymen are listening and that, in a sense, America is rallying around the receiving set. It gives us an increased sense of patriotism and should indeed contribute greatly to perpetuate the event we gather to observe on this day."

—BENNY FIELDS.

No Musical Craze Can Ever Supplant Waltz in Popularity

"So much has been said about swing and kindred forms of modern music that I, as a proponent of the waltz, must cry out in protest. Folks seem to forget, in their enthusiasm over a new craze, that nothing has ever approached the waltz in popularity since three-quarter time was born centuries ago. And anyone who thinks an overnight sensation is going to supplant such a firmly established favorite is slightly 'off key'.

"Even the great Richard Wagner included waltz movements in his operas. Mozart and Brahms, too were partial to this form and contributed importantly to its popularity. The Minuet was the waltz in its earliest form and a passion of George Washington's. In fact, minuet was another name for the waltz—just as swing is for jazz.

"I mention these several items to show what a substantial background the waltz has. You never heard anyone say that the waltz was on the wane, did you? No form of jazz can rival its charm and beauty, its soothing effectiveness, its warmth to the ear and its joy to the heart. In it are all the memories of yesterday, all the promises of tomorrow. That is why it will live forever.

"Thanks, in behalf of the waltz, for this space. In the mad hustle of today people don't say much about the waltz, but the faster the world's tempo, the more it will be loved."

—ABE LYMAN.

☆ "Quotes" ☆

CONRAD THIBAULT: "Radio has contributed an outstanding benefit in establishing a definite recognition of American-born singers. Not so long ago, no vocalist could hope to become famous unless he bore a French, Italian or German name. Now, many of our foremost singers are native sons and daughters—Grace Moore, Lawrence Tibbett, John Charles Thomas, Gladys Swarthout, Helen Jepson and Marion Talley, to name a few."

ED EAST and RALPH DUMKE: "Radio comedy is the most difficult type in the world to get across. Both on the stage and on the screen, comics have the advantage of visual effects, combined with the aural. In radio, we have to depend solely upon the spoken word. Situations that might be screamingly funny if the audience witnessed them often fall completely flat when used on the air."

JACK ROBBINS: "Hollywood has very little to offer the public in the way of radio tunes. This statement may be realized clearer when we consider that the dearth of picture songs are numbers written exclusively for picture 'situations' and more often as not fail to click on radio unless the same 'situation' is re-built. The songwriter under contract to the studio is not the 'inspired' writer who free-lances and writes only when he has something to write."

BARRY McKINLEY: "It is swell to note how radio has destroyed that ugly duckling called Temperament. There is no room or time for it on the air and many haughty artists were quickly brought to realize the fact. For which—hurrah. Radio, with its split second policy, cannot bow to unfair demands of any artist. And these people, realizing the importance of the time element, have co-operated very nicely. Opera may well take a few hints from radio. It might solve many of its problems."

★ THE SONGBIRD OF THE SOUTH ★

**KATE
SMITH**

A & P BANDWAGON

THURSDAYS

CBS NETWORK 8-9 P.M., E.S.T.

EXCL. MANAGEMENT TED COLLINS ★

**JACK ALICOATE
M. H. SHAPIRO
HOWARD LONDON
MARVIN KIRSCH
ARTHUR SIMON**

are on their way to

CHICAGO

to cover the big

**N A B
CONVENTION**

for

**RADIO DAILY READERS
EVERYWHERE**



NEGOTIATIONS to turn over the lease on the NBC Hollywood studios to Don Lee Mutual chain, now under way, will, if completed, remove the last cause for delay in starting the new, enlarged NBC Coast studios. Lew Weiss, Don Lee manager, said he is all prepared to take them over, if the price is right. Otherwise, he will start negotiations for purchase of Hollywood property and construct new studios to take care for an expanding program of Mutual system's coast originations, which will be the subject of a conference when Weiss arrives in New York next week.

Lewis TeeGarden, former chief announcer for KEHE, steps up this week to the post of production manager. Al Poska, whose "Musical Clock" has been an important station feature, moves to the chief announcer's spot. Clinton Jones moves from news department to continuity, replacing Carlos Riveroll, resigned.

Don Hastings, manager of KDB, Santa Barbara, and owner of some 20 police, fire and other badges, added another to his collection this week, having been sworn in as Santa Barbara police officer.

Jimmy Tolson and his Superior Macaroni "Funfare" variety program wound up their first series on KFAC Tuesday night, with Advertising Arts agency unsettled on whether Superior will continue on the air for the summer over another station, with the same type of show, or whether new show plans will be worked out.

When Jeanette MacDonald makes her radio debut in the fall for Vick's, she will continue with the same type of program launched in the Vick's Open House series two seasons ago, with Grace Moore and with Nelson Eddy.

Georgie Stoll has been signed to return to the Oakie College hour when it resumes in the fall.

Associated Oil signed to sponsor

ONE MINUTE INTERVIEW

BERNE W. WILKINS

"Successful commercial stations throughout the country are stations which definitely cater to a 'type' audience. Stations, for example, whose program set-up caters to audiences interested in either classical music, popular music, sports, symposiums, debates, etc. In this manner can an advertiser use radio most effectively: by allotting his appropriation to the station catering to the type of audience he desires."

★ Coast-to-Coast ★

IT takes all kinds of programs to make a radio station, opines John J. Corrigan, program director of WCBS, Springfield, Ill. To prove it, WCBS recently regaled its listeners with a description of the highlights of the National Convention of the Phi Tau Omega Sorority held in Springfield. The same station co-operated in the Bottle-Baby Ice Fund campaign put on by the Springfield Kiwanians.

Carl Lambert, musical director of WFAA, Dallas, is back on the job after a three-week vacation in Yellowstone Park.

WHBF, Rock Island, Ill., broadcast an interesting public service program the other day in the community tribute to John Deere, inventor of the steel plow and founder of Moline's foremost industry. The public ceremony was held in the Scottish Rite cathedral, Moline, in observance of John Deere centennial year. Another unusual program aired this week by WHBF was the formal opening of the new plant of the Welcome Baking Co., Davenport. Station talent, including Lucia Mae Thompson and Alberta Morehead, furnished entertainment for the luncheon.

The June issue of *The Blue Diamond*, publication of the Kansas City Athletic Club, contains an article about the business of radio broadcasting authored by Ellis Atteberry, general manager of KCKN. Incidentally, a KCKN program, "The Movie Man", landed a front-page editorial in the Kansas City *Kansas* the other day.

two track meets, the first airing from Berkeley Friday (19th) and the second, Pacific Coast Big Ten meet in the Los Angeles Coliseum June 26, with Frank Bull at the mike. Both will be aired over the Don Lee coast net.

KFI-KECA are adding a new portable short wave transmitter, for handling of sports and other special events. New equipment will have the call letters W6XCI, will operate on four frequencies, 31,100; 34,600, 37,600, and 40,600, with 2 watts of power and a five mile range. George Curran, stations' research engineer developed the new equipment which will be available on the scene broadcasting from "anywhere a man can walk, climb or crawl." Feature will be a built in receiver.

Walter McCreery, Allied Advertising Agencies, back from San Francisco working out enlargement plans for San Francisco offices. While away he signed Glen Krischer, formerly with KFSO, as retail display and promotion man.

Lorraine De Wood, blues singer, is a new addition to the WTMJ, Milwaukee, staff. She has been engaged to fill in on the daily "Tune-smiths" show while Paul Skinner is on his vacation.

The Harmony Boys program over WHBL, Sheboygan, has been lengthened from a half hour to 45 minutes.

Mary Ann LeMay, woman commentator and well-known dramatic artist of WISN, Milwaukee, is leaving in July for a vacation in New York.

Russ Winnie conducted an unusual feature broadcast over WTMJ, Milwaukee, this week when he descended one of the 150-feet deep wells at the newly constructed filtration plant and by means of a portable mike described his reactions and workmanship on the project.

Freddie Lightner, younger brother of the celebrated lady clown, Winnie Lightner, and himself a headlining funster of the stage and screen, is definitely set as the first of a series of guest comedians to appear on the summer shows starring Jane Froman over the NBC-Red network on Sunday nights at 7 EDST, beginning July 4. Baritone Don Ross, Andy Love's NBC tune twisters and D'Artega's orchestra will be the permanent cast supporting the songstress who is succeeding the Benny troupe for a three-month cycle.

Frankie Basch, WMCA's Roving Reporter, has been elected an honorary member of the Woman's World War Veterans Association.

SAN FRANCISCO

Harry Cody and Fred LaFrance made their debut this week as new end men on the Orange Network's California Minstrels.

Jimmy Doyle handles the mike describing Gilroy's annual rodeo tomorrow over KJBS-KQW.

Bennie Walker, NBC emcee, will be interviewed by Buddy Twiss on the latter's new program which debuts June 20.

Scott Weakly, prod. mgr. of KROW, who is taking over the station's "Johnny-Jump-Up" program, recently vacated by Norm Loeb, will use hobbies, contests, etc. to attract children up to 16 years.

Louise Landis, NBC feature writer, came back a day after her vacation was supposed to end. Reason—she tangled with an automobile. Nursing facial bruises.

Herb Allen, KFRC's all-around announcer, and Jane Kaspar to altarize their lives this summer.

Barbara Jo Allen and Walter (Nickey) Paterson reappear in "One Man's Family," temporarily at least, Sunday.

M. J. Mara is the newest addition to the KJBS sales staff.



HARRY GILMAN, father of Lucy Gilman, who at 12 is rounding out five years of commercial broadcasting on "Today's Children" this week, and a former WGN executive, here from New York visiting young daughter who lives with grandmother. Gilman is planning to take elder daughter Toni to Hollywood for screen test. Toni played comedienne in "Moon Over Mulberry Street" last season.

Roderick Cupp is new production man at WLS. Formerly wrote the Barnsdall series for CBS and for past three years has been at KTUL, Tulsa.

Willard Klinger is new announcer at WGN. Came from WSAZ, Huntington, W. Va.

Herb Morrison, WLS announcer of Hindenburg fame, flew to his home at Morgantown, W. Va., Monday and returned yesterday.

W. A. Baldwin, KOY president, Phoenix, Ariz., and Jack Williams, program director, are visiting WLS. Burrage Butler, WLS president, has an interest in KOY.

New signature song of NBC's Night Club broadcast is titled "Night Club" and is from the pen of Dave Rose, NBC pianist-arranger.

Steven Chapin has transferred the Greek Hour from WJJD to WHFC on Sunday afternoons.

Mary Wright, WLS home advisor, attending Nat'l Home Economics convention at Kansas City, Mo.

Shaindel Kalish and husband Charles Freeman visiting here en route from the coast to New York where she is going into a play.

Jan Garber visiting in the city.

Blonde Evelyn Schubert is a new songstress on the WJJD Mid Morning Jamboree.

Niles Trammell, NBC v. p. back yesterday from New York.

Carlos Molina's tango band to follow Lou Bring at Stevens hotel June 25.

Jane Froman will open at the Palace today.

Joe Lewis at the Palace the same week but more radio execs will see Joe Louis at Comiskey park next Tuesday.

"BARON MUNCHAUSEN"

JACK PEARL

RALEIGH and
KOOL CIGARETTES

WJZ-10 P. M. E.S.T.—Friday
NBC Network

Dir: A & S LYONS, Inc



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 93

NEW YORK, N. Y., MONDAY, JUNE 21, 1937

FIVE CENTS

5 Major Issues Face NAB

\$1,000,000 Expansion Program Is Mapped by Transradio Press

Transradio Press Service will spend \$1,000,000 in an expansion program to extend over the next three years, it is announced by Herbert Moore, president. The move is described as "the beginning of the second major phase" in the development of Transradio, which was formed just over three years ago.

With the recent amicable adjust-

(Continued on Page 12)

DOZEN AFM RESOLUTIONS AFFECTING RADIO FIELD

Louisville—About a dozen resolutions which would affect radio were introduced at the American Federation of Musicians convention which wound up Saturday. All matters were referred to an executive board meeting to be held in New York within 30 days. Resolutions included:

1. That commercial recordings shall be made only under license by AFM.
2. That no records or ET's be made unless manufacturers agree with AFM that their productions shall not be used

(Continued on Page 15)

St. Paul Branch Studio Is Dedicated by WDGY

Minneapolis — WDGY, of which George W. Young is owner and general manager, extended its service to the public of the northwest last week, when it opened branch offices and studios at 34 East Sixth Street, St. Paul.

The event was heralded by a full

(Continued on Page 16)

Copyright Hearings

Washington Bur., RADIO DAILY
Washington—Though no date has been set yet for hearings on pending Duffy Bill and other copyright measures now before Senate Patents Committee, it is stated at the committee's offices that hearings are expected to take place some time after July 1. Persons interested will be accorded time to testify.

Official "Listener"

Columbia, Mo. — To more fully determine how to satisfy likes and dislikes of radio fans, KFRU has appointed Sherman P. Lawton, radio instructor at Stephens College, official "listener".

IKE LEVY WARNS NAB TO STAY WITH ASCAP

Philadelphia — Although he never made good the threat of organizing another association of broadcasters, Isaac D. Levy bobs up again as the NAB goes into annual conclave. From his executive office at WCAU here, the former NAB vice-president on Friday sent out a four-page personal letter to every station manager in the country, saying that although

(Continued on Page 19)

Elaborate NBC Coverage On Boy Scout Jamboree

Coverage by NBC of the National Boy Scout Jamboree in Washington, June 30-July 9, will be the most elaborate undertaken by the network since President Roosevelt's inaugural. Broadcasts will begin over the NBC-Blue network on June 21, ten days ahead of the jamboree's opening. A special studio is being

(Continued on Page 14)

NAB Advance Registrations Set Record of 165 First Day

John Blair & Co. Forms Production Service Unit

Chicago—Formation of a new affiliate, Blair Productions, to make available outstanding station-tested features to regional and national advertisers, serve as a program idea clearing house for Blair stations and originate spot campaign ideas both to pre-

(Continued on Page 19)

Taxation, Legislation, Ascapi and Amendmends to By-Laws Among Topics to Feature Annual Convention

BIG LIST OF SPEAKERS FOR AFA CONVENTION

An imposing list of nationally known speakers has been lined up for the program of the 33rd annual convention of the Advertising Federation of America, which gets under way today at the Hotel Pennsylvania and continues through Wednesday.

Mayor LaGuardia, originally scheduled to address the opening general session luncheon today, has postponed his appearance until Wednesday. Others who will talk at today's luncheon are Frank W. Lovejoy, sales manager of Socony-Vacuum; Clayton Rand, president of National Editorial Ass'n; E. H. McReynolds, AFA president, and De Loss Walker of Mac-

(Continued on Page 18)

2 Leading KFRC Shows Shifting to Hollywood

San Francisco—Two of the best locally produced shows on KFRC, Mutual-Don Lee outlet, are to be shifted to Hollywood about the end of this week. They are: "Feminine Fancies" and "Morning Merry-makers." Mel Venter, Bob Bence and Bill Davidson, featured performer-producers, will go along south.

Lew Weiss, g.m. of the web, plans

(Continued on Page 13)

By M. H. SHAPIRO

Chicago—With an outward appearance of calm routine business session on tap, the fifteenth annual convention of the National Association of Broadcasters opens officially today, apart from the several committee meetings scheduled throughout yesterday afternoon. Consensus of opinion is that the fireworks, if any, will develop on the floor of the convention from unexpected quarters.

Main issues confronting the broadcasters and which will be threshed out are: prospective taxation on the

(Continued on Page 19)

WABC ENGINEERS VOTE CIO UNIT AFFILIATION

At a special session of the executive committee of the Association of Columbia Broadcast Technicians which broke up at 6 a.m. Friday, the WABC engineers voted to join the American Radio Telegraphists Association, a CIO affiliate. ACBT is

(Continued on Page 18)

Hage Eastern Director For VanCronkhite Firm

Maxwell Hage has been appointed director of the Eastern Division of Van Cronkhite Associates, Inc., headed by John VanCronkhite. Hage is leaving United Press Service, where he has been radio production manager. He will be located at the firm's

(Continued on Page 19)

Another Dues Fight

Chicago—A proposed 50 per cent increase in NAB dues is again expected to provoke a floor fight at the convention. The proposal is drawn up and ready for a vote. A similar move was defeated at last year's convention, and the same fate is expected this time. Sentiment regarding the proposal amongst advance delegates indicates almost unanimous opposition to a boost in fees.



Vol. 1, No. 93 Mon., June 21, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk and Verne Bailey, 6425 Hollywood Blvd. Phone Granite 6607. Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

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FINANCIAL

(Saturday, June 19)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	164½	164½	164½	— ½
Crosley Radio	20	19½	19½	—
Gen. Electric	53½	52½	52½	— ½
North American	23½	23	23½	— ½
RCA Common	8½	8	8	— ½
RCA First Pfd.	64½	63½	63½	— 1
Stewart Warner	17¾	17¾	17¾	+ ¼
Zenith Radio	31	31	31	—

OVER THE COUNTER

	Bid	Asked
CBS A	26½	28
CBS B	27	28½
Stromberg Carlson	12½	13½

NBC Signs Earhart

Amelia Earhart, who has completed approximately half of her around-the-world flight, was signed Saturday by NBC for two exclusive broadcasts over that network.

First airing will take place when Miss Earhart lands in Honolulu and the other at the completion of the flight in San Francisco.

CBS Files Stock Registration

Washington Bureau, RADIO DAILY

Washington—CBS has filed with Securities & Exchange Commission application for registration of 949,026 shares of \$2.50 par value Class A stock, issued; 12,420 shares of \$2.50 Class A, unissued, and 758,924 shares of \$2.50 Class B, issued, on the New York Stock Exchange.

SEC also announced registration statement of International Radio Corp. effective June 5.

In LOS ANGELES

(for Southern California coverage)

IT'S

Warner Bros.

K F W B

NAB Convention Program

MONDAY

9:30 a.m.—Call to Order.

Address of Welcome: Edward J. Kelly, Mayor, City of Chicago.

Address of the President: C. W. Myers, KOIN, Portland, Ore.

Address of Chairman, FCC Broadcast Division: Judge Eugene Octave Sykes.

"The Duty and Responsibility of the Broadcaster."

Address of Treasurer: Harold Hough, WBAP, Fort Worth, Tex.

Report of the Managing Director: James W. Baldwin.

Report of the Nominating Committee: Appointment of Committees; Announcements; Adjournment.

No Afternoon Session Scheduled.

Committee Meetings (at call of chairman):

Commercial Committee, Parlor M.

Resolutions Committee, Room 118.

Engineering Committee, Parlor L.

TUESDAY

9:30 a.m.—Call to Order; election of Officers; Report of the Resolutions Committee; Report of the Elections Committee.

2:00 p.m.—Call to Order.

Report of the Engineering Committee: J. H. DeWitt, WSM, Nashville.

9:30 a.m.—Call to Order.

WEDNESDAY

Introductory Remarks and Explanation of the Commercial Section Organization: H. K. Carpenter, WHK, Cleveland.

Report of the Sales Managers' Division: Lewis H. Avery, WGR, Buffalo.

Report of the Committee on National Sales Methods and Costs: Carl Everson, WHKC, Columbus.

An Agency Man Looks At Broadcasting: Arthur Pryor, Jr., Batten, Barton, Durstine & Osborn Inc., New York.

Report of the Committee on Radio Research: Arthur B. Church, KMBC, Kansas City.

Report of the Committee on Radio Promotion: John J. Gillin Jr., WOW, Omaha.

A Retailer Makes An Appraisal of Radio: Marvin Oreck, Oreck's Inc., Duluth, Minn.

Report of the Committee On Standardization of Sales Forms: Martin Campbell, WFAA, Dallas.

Presentation, discussion and vote on Resolutions pertaining to the Commercial Section.

2:00 p.m.—Call to Order.

Panel Discussion—H. K. Carpenter, WHK, Chairman.

How Should a Station Service Its Local Accounts?: Marvin Oreck, Lewis H. Avery.

How Can We Simplify Our Rate Cards?: John J. Gillin Jr., Martin Campbell.

How Can Our Present Methods of Securing National Spot Business Be Improved?: John J. Gillin Jr., Arthur B. Church.

How Can Creative Selling Be Encouraged?: Arthur Pryor Jr., Arthur B. Church.

What Information Should Stations Release with Respect to their Circulation?: H. K. Carpenter, Martin Campbell.

What Is Your Definition of the Term "Merchandising"?

Installation of Officers.

7:00 p.m.—Annual NAB Banquet. Entertainment.

Wester in WHBY Sales Post

Green Bay—W. C. Wester, formerly of the commercial staff, has been appointed director of radio sales for WHBY Inc., owner-operator of WHBY and WTAQ, it is announced by Rev. James A. Wagner, managing director.

TOMMY PARKER G-SCOUT!

Now ready! A thrill-packed, new kid serial that has everything, including strong sales pull. Write or wire for details on this hit. Audition, \$3.

ELECTRO-VOX
RECORDING STUDIOS
5546 MELROSE HOLLYWOOD

MORE POWER

to

N. A. B.



EAST COAST RADIO FEATURES, Ltd.
71 West 45th Street New York

COMING and GOING

DAVID SARNOFF in Chicago today to attend wedding of Ruth DeYoung, Chicago Tribune woman's editor, and Herbert V. Kohler of Kohler Co.

JACK STAPP of the CBS production department returns today from a vacation spent in the old home state of Georgia.

W. G. QUISENBERRY of Transradio Press left New York last week-end for Chicago to attend the NAB convention.

JIMMIE SAVO left Saturday for Hollywood.

JACK CURTIS of the Curtis & Allen office sailed Saturday on the Normandie for Europe.

MARCIA DAVENPORT, music critic and air commentator, also sailed for Europe aboard the Normandie on Saturday.

JOHN A. KENNEDY, owner of WCHS, Charleston, W. Va., was in New York last Friday.

C. L. BAILEY, commercial manager of WHP, Harrisburg, was in town over the week-end.

EASTON C. WOOLLEY, former manager of WWJ, Detroit, is in town.

ABE SCHECHTER, NBC director of news and special events, arrives in Chicago today from Milwaukee where he has been arranging for NBC's coverage of the A. A. U. track meet. Schechter is in Chicago to handle the details of the Braddock-Louis fight which Buick is sponsoring over NBC.

HARRY A. WOODMAN, g.m. of KDKA, Pittsburgh, left for the NAB convention.

C. L. THOMAS, KFRU, Columbia, Mo., in Chicago for the conclave.

OLGA ALBANI comes to New York from Chicago for a guest shot on Bicycle Trades show Thursday.

JULIUS TOLDI, Viennese composer, arrives today aboard the Queen Mary.

America's BEST FOREIGN LANGUAGE STATION



WBNS NEW YORK
1000 WATTS DAY AND NIGHT

WELCOME TO THE NAB

OFFICE OF THE MAYOR

CITY OF CHICAGO

EDWARD J. KELLY
MAYOR

May 21, 1937

Mr. James W. Baldwin
Managing Director
National Association of Broadcasters
National Press Building
Washington, D. C.

Dear Mr. Baldwin:

As the time for the meeting of the National Association of Broadcasters in Chicago approaches, I want to send you my cordial greetings and assure you that it will be a real pleasure to extend my hearty welcome to your group when it convenes in our city on June 20.

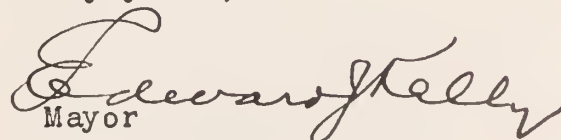
Chicago deeply appreciates the honor of having our city selected for the 1937 convention of your association, especially in view of your having met here last year.

I shall greatly appreciate your advising the members of the National Association of Broadcasters that Chicago will again expend every last reserve of hospitality in doing whatever we can to make your members' stay here most interesting, enjoyable and comfortable.

It is my earnest hope that you will be able to attend the June convention personally. It will be a real pleasure to greet you in person.

With kindest personal regards and my best wishes for a most enjoyable and successful convention, I am

Sincerely yours,


Mayor

In LOS ANGELES

(for Southern California coverage)

IT'S

Warner Bros.

K F W B

RALPH KIRBERY

"The Dream Singer"

MANAGEMENT

WILLIAM MORRIS AGENCY
BILL MURRAYThere is no Substitute
for Coverage

WSYR

The Voice of Central New York

SYRACUSE, NEW YORK

DOMINANT
NEWS
COVERAGE

Radio stations using United Press give listeners the latest news with ACCURACY AND SPEED, for United Press sectional, national and international news coverage dominates the field.

Visit U. P. headquarters, Suite 512, Hotel Sherman, and let us tell you about

UNITED
PRESS

★ THE WEEK IN RADIO ★

... AFM and Disk Dilemma

By M. H. SHAPIRO

WHILE the delegates to the annual convention of the American Federation of Musicians sought to adjust the controversy over electrical transcriptions and other kindred matters which they believe helps to keep musicians out of work, the ET men, with a heavy investment, were not without their worries . . . From Louisville, where the musicians were in session, came disturbing elements of news, showing that the ET men were not all wrong in their anxiety . . . also, there was the angle of the AFM tieup with ASCAP . . . which angle is really being considered by the writers and publishers . . .

WMCA joined the stations operating on a 40-hour week, signing an agreement with the AGRAPA . . . comprised of announcers and production men . . . Texas broadcasters elected O. L. Taylor president . . . Pacific Advertising Clubs Ass'n met in Salt Lake City and, among other talks, heard several on radio . . . Harry Anderson of NBC coast sales read a speech by E. P. H. James in which he revealed how well radio has been surveyed as a medium . . . mentioning both NBC and CBS projects . . .

Invasion of foreign time by American advertisers showed a 300 per cent increase, a figure predicted, by the way, in the initial issue of RADIO DAILY . . . Shakespeare war between the two big webs developed and grew into a first rate battle . . .

William S. Paley and David Sarnoff both scheduled to sail for Europe, deferred their sailings . . . for the time being at least . . . YMCA went on record as not being among the civic groups, recently reported as seeking time on the air . . .

Mrs. Elliot Roosevelt bought controlling stock in KFJZ from Ralph S. Bishop . . . another link between Hearst radio is thus seen in Texas . . . Unexpected demise of Congressman Wm. P. Connery will probably hold up any fast delving into radio, etc. . . . as Chairman of the House Labor Committee, Connery was author of the resolution demanding a sweeping investigation of entire radio industry . . .

RCA will erect a building devoted to all branches of radio and television at the 1939 New York World's Fair . . . AAAA Pacific Coast convention set for Oct. 21-22 at Del Monte, Cal. . . . Social Security Board rules that musicians, orchestrators, etc., on sponsored shows are employees of the sponsor . . .

Helen Yanke on WMCA

Helen Yanke, contralto, vocalized yesterday over WMCA at 9:30 to 9:45 p.m., accompanied by Carl Fenton and his orchestra. Miss Yanke, now appearing at Le Mirage, was formerly heard on a network program for Bayer Aspirin and has been on the staff of WLW, Cincinnati.

New WINS-Harmony Duo

WINS has a new harmony duo, Darrow and Dell, on Saturdays at 5:30 p.m.

Neysa Nourse, formerly heard on Saturdays over WINS, will now be featured on Louis Katzman's Swing Session every Sunday at 5.

Gene Morgan Screen-Tested

Gene Morgan, a member of the cast of "Myrt and Marge," CBS network show, was screen-tested by Paramount late last week.

NBC Frisco Changes

San Francisco—Andrew C. Love, head of NBC continuity acceptance dept., goes to Hollywood in a similar capacity July 1, it is announced by Don E. Gilman, v.p. in charge of western division. This creates a new department in Hollywood. Byron Mills succeeds Love here. Dorothy Brown will be transferred to the continuity acceptance dept. and Lois Lavers replaces her as secretary to Frank Cope, production manager. Grace Davis succeeds Miss Brown as secretary to William J. Lavers, supervisor of announcers.

Lloyd E. Yoder, western press division manager, has added Lee Strahorn, formerly of Lord & Thomas, to his staff.

Tilden as Commentator

CBS has signed William "Bill" Tilden, tennis star, as commentator on the Wimbledon championship matches, June 21-July 3.

AGENCIES

J. BALDWIN ROBINSON, Brazilian manager for N. W. Ayer & Son Inc., has been appointed manager of Ayer's export division with headquarters in Philadelphia. Robinson joined Ayer in Brazil in 1933 after spending several years in merchandising work in foreign countries.

E. B. MCGOVERN and Leo Weisfield of Seattle, Eric Johnston and James C. Cluskey of Spokane, Frederick Mercy of Yakima, and Chapin D. Foster and Charles Larrabee of Bellingham are members of a seven-man advertising commission appointed by Governor C. D. Martin of Washington to administer the \$250,000 advertising fund voted by the last session of the legislature.

EASTMAN SCOTT CO., Atlanta, is handling the \$250,000 advertising campaign just inaugurated for the state of North Carolina. S. B. McArthur is account executive, with headquarters in the state capitol, Raleigh.

ERWIN, WASEY & CO., Chicago office, has been appointed advertising counsel for Patrick Henry Brewing Co., Chicago, and Kiley Brewing Co., Marion, Ind.

Gammons Reelected by Bureau

Minneapolis — Earl H. Gammons, general manager of WCCO, was re-elected last week as chairman of the board of directors and head of the nominating committee of the Minneapolis Better Business Bureau. This organization has been active for several years in maintaining high business standards in the city of Minneapolis.

Gammons was also appointed to two committees of the Minneapolis Civic and Commerce Association—the committee promoting the Minneapolis Symphony Orchestra and the tourist committee.

Legion Conclave on NBC

NBC will air the American Legion convention to be held Sept. 20-23 in New York.

SAN ANTONIO

H. C. Burke, KTSA manager, has gone to Chicago, Milwaukee, and New York City for his vacation.

Tommy Conroy has joined Payne Advertising Agency, which has a radio division in the Smith-Young Tower Building.

Jesse Lentz' ork and the Deauville Swingsters, heard regularly on KMAC and KONO, are now playing nightly out at Coral Gables Night Club.

Johnny Williams, violinist, has joined the Tune wranglers, who air daily via WOAI.

Jack True has gone to Dallas to make a series of Brunswick Recordings. While in that city he will take in the Texas and Pan-American Exposition.

Simpson Sisters have been playing an engagement in Galveston before going to New York.

William Clark Bryan, Los Angeles radio-church singer, is in the city on a visit.

SPEAKING OF RADIO NEWS - - -

Now that news is admittedly indispensable to radio the broadcaster **MUST** have news features that **ENTERTAIN**—*plus* news features that **DO A SELLING JOB**.

VanCronkhite Associates, Inc. have built, tested and now broadcast on scores of both large and small stations radio features that are **NEWSY**—that **ENTERTAIN**—that **DO A SELLING JOB**.

These radio news features are expertly written *for radio*. They require only one announcer for production. Because so many stations are using the features successfully, the prices are amazingly low.

LET THESE SUCCESSFUL RADIO NEWS FEATURES DO BOTH AN ENTERTAINING AND A SELLING JOB FOR YOUR STATION

HEROES OF THE WEEK

A once-a-week (15-minute) newscast which recounts the thrilling deeds of heroism which have been enacted during the week over the entire world.

IT'S A FACT

A five-times-a-week (5-minutes) newscast of the amusing yet odd happenings which take place the world over—unbelievable yet actual oddities in the world's news. Can be used as a special daily program, or, by combining several scripts as a longer, twice or once weekly newscast. Also makes the perfect filler copy for regular newscasts.

THE NEWS OF THE WEEK

A once-a-week, (15-minute newscast) graphically recounting the dramatic highlights of the week's news. It is an ideal program for Sunday morning or afternoon or Saturday night.

YOUR BASEBALL REVIEW

A five-times-a-week (five-minute sportscast) devoted to baseball news specifically prepared for radio and dealing with the "inside" news of baseball. Excellently suited for filler material during the lulls while broadcasting play-by-play.

THE WORLD OF SCIENCE

A once-a-week, (15-minute newscast) summarizing the outstanding happenings of scientific interest and importance.

TWENTY YEARS AGO

A five-times-a-week, (5-minute newscast) telling the exact news of what happened on this day twenty years ago. The newscast is written in the present tense as if by some magic the listener was tuning in to a newscast twenty years ago.

THE FOREIGN NEWS REVIEW

A once-a-week, (15-minute newscast) which gives a resume of international affairs particularly as they affect Americans.

BAFFLING CRIMES OF THE WEEK

A once-a-week (fifteen-minute newscast) summarizing the baffling crimes which currently are perplexing the police of the world. (Offers audience participation).

(Available in foreign languages.)

It will take you less than five minutes to get from the hotel to our offices (at Michigan avenue bridge). Come on over and let's have a chat about how to make your news broadcasts make money.

VAN CRONKHITE ASSOCIATES, INC.

360 North Michigan Ave.

Chicago

State 6088-6040

New York Office

60 East 42nd St.

MUrray Hill 2-2030

' ' R A D I O ' S O N L Y N E W S C O U N S E L L O R S ' '

GUEST-ING

CONSTANCE BENNETT and REGINALD DENNY, on Bing Crosby's Kraft Music Hall, June 24 (NBC-Red, 10 p.m.).

DENNIS KING, DOC ROCKWELL (return engagement), MITZI GREEN (postponed last week due to illness), and JOE LAURIE JR. (fifth consecutive appearance), on Vallee's Varieties, June 24 (NBC-Red, 8 p.m.).

NAT PENDLETON, on Amateur Hour, tomorrow (WHN, 7 p.m.).

LUCY MONROE and GEORGE BEATTY, on Lanny Ross' Show Boat, June 24 (NBC-Red, 9 p.m.).

ANN SOTHERN, on Chase & Sanborn Hour, July 18, (NBC-Red, 8 p.m.) GLADYS GEORGE, same show, July 11.

TOBY WING, ROLAND YOUNG and MISCHA LEVITZKI, on Bing Crosby show, July 1 (NBC-Red, 10 p.m.) MARY BOLAND, on same show, July 8.

In LOS ANGELES

(for Southern California coverage)

IT'S

Warner Bros.

K F W B

NEW PROGRAMS—IDEAS

Photoplays by Radio

"Stories by Camera," new dramatic idea evolved by Lawrence Menkin, made its bow Friday night over WLW, Cincinnati. The idea is to present stories told in movie scenario form with synchronized music throughout. Menkin has been experimenting with the idea for two and a half years, and finally convinced Bob Kennett, program director, that it was worth a try. Virginio Marucci, conductor-violinist-composer, has written special scores for the dramatizations.

Three Library Programs

Three quarter-hour programs each week, arranged and presented by the Kansas City, Kas., Public Library, are aired over KCKN.

"The Story Hour Lady," conducted by Carol Widen, offers juvenile stories; "Book Review Programs," by Florence Shepherd, reviews books as fast as they are off the press, and "Popular Science," with Donald Kohlstedt, gives unusual facts.

Swimming Lessons by Radio

Quarter-hour lessons in swimming, broadcast three times weekly by Ralph Nelson from the pool of the Y.M.C.A. in Kansas City, Kas., got under way last week over KCKN.

Besides describing the actual routine as the boys in the pool take their instruction, Nelson elaborates on elementary swimming principles calculated to interest radio listeners in learning to swim.

Mental Hygiene

A series of five-minute talks on Mental Hygiene, presented by Dr. Henry Peters of the University of Missouri Psychology Department every Wednesday at 1:55 p.m., is proving popular with KFRU, Columbia, Mo., listeners. The talks are non-technical and designed to explain habits we all have and sometimes wonder about.

Tailoring Insight

KDYL, Salt Lake City, has something different in "The Romance of a Suit of Clothes," daily five-minute airing at 8:25 a.m. Takes the microphone right into the factory of the Pullman Tailors and describes the process of clothes-making from cutting to finished product.

"Girl Alone" Returning

Kellogg Co., Battle Creek, on July 12, will bring back the journalistic script show, "Girl Alone," for another series of daytime programs over a special NBC-Red network of eight stations (WEAF, KYW, WBEN, WCAE, WTAM, WWJ, WMAQ and WLW) Mondays through Fridays, 12-12:15 p.m. Program will originate from Chicago and is signed for 13 weeks. N. W. Ayer & Son Inc. has the account.

James R. Curtis, to Vacation

Following the NAB convention, James R. Curtis, president of KFRO, Longview, Tex., and secretary of the Texas Broadcasters Ass'n, will take his vacation. From Chicago, he plans to visit stations in Milwaukee, St. Paul, Des Moines and Kansas City.

TO REACH 2,000,000 Jews of New York

Jewish Programs (in ENGLISH) are a proven sales success on Station WMCA, New York.

Advertisers and
Advertising Agencies

*Let us show you
what the public
and our other
advertisers say.*

ADVERTISERS BROADCASTING CO.
205 E. 42nd St. New York
Murray Hill 4-1364

NEW BUSINESS

Signed by Stations

WFAS, White Plains, N. Y.

Sun Oil Co., through Roche, Williams & Cunningham Inc., Phila.; Golden Bros. Inc. (Kelvinator); Pioneer Finance Co., Port Chester; Max'l, London Tailors, Bettman's (women's wear), Grand Hofbrau and Sterling Shoe Stores, all in German; Fashion Distributors, Fenimore Camps, Monseigneur Restaurant, Horne Movie Service, Cafe Continental and Ruth Hooper Larrison (cosmetics), all through Associated Broadcast Adv'g, New York.

KSFO, San Francisco

Firestone Tire & Rubber Co. announcements, through Sweeney-James agency, Cleveland; Diesel Power United Engineering Schools, S.F., announcements; Table Products Inc. (Nu-Made Mayonnaise), announcements, through Lord & Thomas, Los Angeles.

WOR, New York

General Foods (Diamond Crystal Salt), through Benton & Bowles; Crown Overall Mfg. Co., Cincinnati, through H. W. Kastor & Sons; Refrigeration & Air Conditioning Training Corp., through Nat'l Classified Adv'g Agency, Youngstown.

WPTF, Raleigh

Coca Cola Bottling Works, "Singing Sam"; Montgomery-Ward, "Neighbor Jim"; Montford Plumbing & Heating Co. (Norge refrigerators).

KFRC, San Francisco

Twenty Grand Cigarettes, through McCann-Erickson; Morris Plan; Postal Telegraph.

WCKY, Cincinnati

McCormick Sales Co. (tea), through Van Sant, Dugdale & Co., Baltimore; RCA Mfg. Co. (tubes).

WCOL, Columbus

Griffin All-Wite Shoe Cleaner, "Griffin's Musical Clock." Bill Wallace as emcee, disks.

WHBY, Green Bay

Seiberling tire dealers, nine-week disk spot campaign.

WHKC, Columbus

Montgomery-Ward, "Neighbor Jim" disks.

WCAU

switches to

TRANSRADIO

The dominant station of Philadelphia, one of the finest in the East, is the latest to change over to the news service of Transradio.

WCAU found through experience what any top-ranking station is bound to learn sooner or later—that Transradio stands for *quality* in news programming.

Transradio Press Service

In Baltimore, it's

WFBR

NATIONAL REPRESENTATIVES
EDWARD PETRY & CO.

I. N. S. *The maximum news service!* *for a sponsor's radio dollar!*

HOW AND WHY

- ★ Because International News Service affords a sponsor the opportunity to command the widest public attention.
- ★ Because a sponsor can be assured of an individual and distinctive program with which to identify himself.
- ★ Because International News Service furnishes a variety of news that appeals to every type of radio audience.
- ★ Because International News Service has sectionalized news coverage that attracts community audiences.
- ★ Because International News Service's style of news presentation is at the same time both accurate and dramatic and lends itself readily to a variety of adaptation.
- ★ Because International News Service dispatches are *complete first-hand accounts by star reporters and writers who are actually at the scene of the news.*

INTERNATIONAL NEWS SERVICE

235 EAST 45th ST., NEW YORK, N. Y.

N.A.B. CONVENTION HEADQUARTERS
SUITE 439, SHERMAN HOTEL

"There MAY be portable playbacks
As good as yours—

BUT I'VE NEVER HEARD THEM!"



New CONQUEST AUDITION UNIT
Accommodating Up to 17" Records

See the new Conquest Units
at the
N.A.B. CONVENTION
Conquest Alliance Headquarters
Hotel Sherman • Chicago

says Arthur A. Kron, secretary-treasurer
of the Gotham Advertising Company

And Now

We Announce the New
CONQUEST
Portable

**RADIO RECEIVER and
PLAYBACK COMBINATION**

Designed Especially for Agencies and Stations

CONQUEST ALLIANCE CO., Inc.

515 Madison Avenue • New York City
228 N. LaSalle Street • Chicago, Illinois

ATLAS RADIO CORPORATION

TODAY AND TOMORROW

TODAY... the largest producer of popular appeal radio transcriptions in the industry.

TOMORROW... the most powerful, international distributing and producing company in the field of Radio Entertainment.

TODAY... Atlas Radio Corporation presents an organization composed of the best technical and creative minds of the present radio field.

TOMORROW... in line with its plan for expansion .. branch offices located in 29 key cities of the United States; national and regional advertising and exploitation of its product; the acquisition of the finest talent in the amusement world... Atlas Radio Corporation will bring to every radio station in the world the opportunity to book programs of the greatest audience and sponsor interest... programs to match and surpass the greatest on the air today.

● If you are attending the NAB convention in Chicago ... stop for a chat at the ARC exhibit



Atlas has boundless faith in radio transcription. Through it, and only through it, can the standard be constantly lifted so that in time, every station can broadcast daily the performances of the finest talent in their finest vehicles in the entertainment world.

The fullest attainment of this objective, however, will only come after the realization of its basic truth by the radio stations and the achievement of the fullest cooperation between producer, distributor and broadcaster.

The wide acceptance of the transcribed show by *all* stations will enable producers to reach out for better and better personalities and stories, and the constant improvement in the quality of the transcribed show and its incomparable superiority over the locally produced performance will capture greater and greater audiences for all stations.

ATLAS, for itself, will build toward this objective . . . a production organization fully conscious of its possibilities as well as its responsibilities . . . a distributing organization with executives experienced in this problem *new* to radio but *old* to its sister industry . . . Motion Pictures. An administrative organization, inspired with the yet unlimited possibilities of the industry still to be realized, an organization financially able to carry on its program to a conclusion.

ATLAS takes its bow **TODAY**, to meet and greet you . . . and hopes to be with you **TOMORROW**, when its platform and its policy have become history in the radio industry, and in the interim, to have rendered its service . . . Fairly, Honestly and Constructively.





R

COLUMBIA

punch with a purr
—*that's radio!*

Punch with a purr—and the advertising allegory
doesn't stop there. Radio is quick as a cat in its
timing and speed. Firm in its grasp* as a mouser
when she pounces. *And it has 86,000,000 lives!*

**of almost every market you can name!*

BROADCASTING SYSTEM



ESTABLISHED 1898

first IN RADIO TALENT BOOKINGS . . . proving definitely the confidence placed in our showmanship by the leading executives of advertising agencies and sponsors.

forty YEARS' EXPERIENCE in every field of entertainment is our definite contribution to radio . . . Let us solve your program building problems with our original ideas, outstanding artists, writers, directors and guest stars.

WILLIAM MORRIS AGENCY, Inc.

ROCKEFELLER CENTER, NEW YORK

LONDON CHICAGO HOLLYWOOD

FLY UNITED'S NEW "MAINLINERS"

3 NON-STOP FLIGHTS DAILY

BETWEEN

CHICAGO and NEW YORK

IN THE

DELUXE "SKYLOUNGE"

A 21 PASSENGER CABIN WITH ONLY 14 LOUNGE CHAIRS

THE "CONTINENTAL" COAST TO COAST

ONLY 3 STOPS—TO LOS ANGELES OR SAN FRANCISCO
FROM NEW YORK

UNITED AIR LINES

FOR INFORMATION AND RESERVATIONS CALL

NEAREST UNITED OFFICE OR YOUR TRAVEL AGENT

\$1,000,000 Expansion Mapped by Transradio

(Continued from Page 1)

ment of its differences with the major networks, growing out of the Press-Radio pact of 1934, Transradio feels that it has fully consolidated its position as a newsgathering organization serving broadcasters.

Now it intends to build on the foundation established during the past three years, branching out into several advanced fields related to its news functions. These efforts will not be competitive with existing broadcasting and programming enterprises, but will concentrate on development of new techniques and hitherto neglected activities.

W. G. Quisenberry, Transradio vice-president, returned to this country a few days ago from a six months' stay in Europe in connection with the development of Transradio's new plans. Agreements were drawn up with several leading European newsgathering, news reel and news photo organizations whose services will ultimately be utilized.

While the activities of Transradio Press Service itself will be enlarged by the expansion, the plans will center chiefly on three new subsidiary corporations and Transradio's affiliate, Radio News Association.

Transradio News Features, inaugurated several months ago by the parent company, are to be expanded and incorporated into a program-building organization specializing in dramatized transcriptions of a new type. It will also handle special services, such as sports, by wire, wireless and supplementary commentator scripts.

Transradio Facsimile Inc., the first venture of its sort in the broadcasting field, will develop original news and news photo techniques for a medium in which Transradio has been interested for some time. Through the operations of this subsidiary, Transradio hopes to hasten the development of commercially successful facsimile broadcasting, which will supplement the present radio sales message with a visual image, such as display advertising.

Transradio is withholding announcement at this time of the projects to be undertaken by the third subsidiary. The company will spend \$125,000 on special equipment.

Camels' New Series

New summer series of R. J. Reynolds Tobacco Co. (Camels) gets under way June 29 when Benny Goodman opens the series of "Swing School" broadcasts from the coast. Program will be heard from 9:30-10 p.m. over a CBS network of 80 stations. Guests will be used, and the program resumes its full hour schedule with Jack Oakie heading the cast next September.

Bronson in WCOL Post

Columbus—Edward Bronson has been appointed program manager and publicity director of WCOL. Robert Seal will be in charge of continuity and production, besides continuing with several programs.

WITH THE ★ WOMEN ★

By ADELE ALLERHAND

MARGARET CUTHBERT, NBC director of Women's Activities, will serve as vice-chairman on the committee of the 1939 biennial convention of the Nat'l Federation of Business and Professional Women's Clubs. . . . Virginia Valley, soloist song stylist, has gone exclusively Rockwell-O'Keefe Inc. . . . Amanda Snow, the Minneapolis contender for the Kate Smith crown, has changed the moniker to Nancy Swanson for her Saturday broadcasts over the NBC-Red. . . . Lily Pons, diminutive diva, joins the sartorial elect when Emil Alvin Hartman, director of the Fashion Academy, bestows a medal on her at the close of her June 23 airing.

WICC's new Tuesday at 2:15 vocal attraction is a lass called Joyce Rogers. . . . Virginia Sims' pa and ma are so devoted to Jinny they've purchased a trailer in which they follow her and the Kay Kyser outfit, with whom she's on tour, from town to town. . . . They're saying that Lanny Ross is working hard on flicker plans he's not discussing. . . . Rochelle and Lola, "Hour of Charm" co-pianists, are the only long-haired lasses in the outfit. . . . WBNS femme fashion program director, Betty Hartley, sails for Paris June 30. . . . She'll forward fashion bulletins from the sartorial centers. . . . Ann Croft Turner will sub for her on the program. . . .

Maestro B. A. Rolfe's shindig for Maxon execs and "Heinz Magazine of the Air" luminaries revealed unsuspected talent in several party-goers. . . . Elaine Sterne Carrington, "Trouble House" scribe, contributed a Gallic ditty in uncharacteristically throaty voice. . . . Bob Allison, Maxon's guestar liner-upper, warbled a few numbers of the "Frankie & Johnny" genre. . . . Reed Kennedy and wife, Gretchen Davidson, Dorothy Lowell and spouse Bill, Earl Ferris, Elsie Mae Gordon, Doug Storrer, Buda Baker, Paul Glynn, June Aulick and Bill Heyward were all enthusiastic guests. . . . CBS director and producer Paul Monroe's new baby daughter will be dubbed Thais Paula. . . . She'll have Edward McDonald, actor, as godfather. . . .

In LOS ANGELES

(for Southern California coverage)

IT'S

Warner Bros.

K F W B

2 Leading KFRC Shows Shifting to Hollywood

(Continued from Page 1)
more airshows on a large scale in the south this fall, hypo-ing with large studio audiences in auditoriums to be leased.

WHO Delegation to NAB

Des Moines—WHO's delegation to the NAB convention in Chicago includes J. O. Maland, president of Central Broadcasting Co., manager of WHO and a member of the NAB board of directors; Paul Loyet, technical director of WHO; Harold Fair, program director, and Hale Bondurant, sales manager and a member of the executive committee of the National Ass'n of sales managers, an NAB subsidiary.

Mrs. Maland and Mrs. Loyet will accompany their respective husbands.

Signed by CBS Artists Bureau

Jeannine, star of WLW programs, has been signed to an exclusive contract by Columbia Artists and makes her first CBS appearance tomorrow at 9 a.m. on "Dear Columbia".

Leon Goldman, violinist, has been signed as a CBS staff conductor of CBS by Columbia Artists. He will be in charge of Poetic Strings, Mellow Moments, Waltzes of the World and Orientals, sustainings.

Guests for Ken Murray

Beginning June 30, when Shirley Ross leaves the Ken Murray show, guest singers will be a regular feature of the CBS program.

ORCHESTRAS - MUSIC

LOUIS PRIMA, hot trumpeter, cut short his engagement at the New Orleans Penthouse, in which he has an interest, to return to Hollywood for flicker work on the Paramount lot.

Nat Bradley and ork have opened at the new Henderson Point, Miss., Chez Paree, to remain indefinitely.

Lee Bennett and Louis Panico, both CRA musical aggregations, will play a furniture show at Grand Rapids, Mich., June 30.

The Bridgeport Symphony's last broadcast in the Wednesday afternoon WICC series was heard June 16. The outfit moves outdoors to offer a series of al fresco concerts in Stratford, Fairfield and Bridgeport.

Frederick Smithson returns to the airwaves via WICC after a lengthy absence as accompanist for Elize (Weltersbach) Menn on the Tuesday evening broadcasts.

Bob Howard, whistling pianist, recently arrived from England and BBC activities, returns to the American ether via WHN for a new evening series, effective today, from 12-12:15 a.m. He'll be aired every night thereafter at the same time.

Outstanding among programs arranged by NBC's European representatives is the Salzburg Festival series, beginning July 24 and extending over a period of one month. The world's most celebrated conductors, including Arturo Toscanini and Artur Rodzinski will take part. The Vienna Philharmonic Ork and the Vienna State Opera Company will be featured, supplemented by soloists from all over Europe and America.

The four new ditties by pix stars, all of whom make music their hobby, to be introduced to the ether by Johnny Green during his hour broadcast over the NBC-Red network on Tuesday at 5:30 p.m., are: "Don'tesque", piano novelty contributed by James Cagney; "Remember the Girl Who Used to Be You", by Ginger Rogers; Gene Raymond's "It Can't Be True", and the Ida Lupino number which is so new it has no title yet.

"The Three Cheers", NBC vocal trio heard over the Red network Tuesday at 10:45 a.m., offers two ditties penned by Edna Fischer, "Our Destination is Heaven" and "Tee-oll-ee-go Swing", nursery rhyme in swingtime, both by the San Francisco NBC pianist-composer. The former has lyrics by Meredith Willson, general musical director for the Western Division of NBC.

4 Wis. Golf Tourneys Sponsored Over WTMJ

Milwaukee — Four major golf tourneys will be sponsored over WTMJ this season by Wadhams Oil Co., station's oldest and most consistent advertiser. They are: Wisconsin Amateur, Open Women's and Milwaukee District championships.

Coca Cola Boosts WBIG Sched.

Greensboro, N. C.—The Coca Cola Civic Club, 10 o'clock morning, three-times-a-week feature, produced by WBIG for the Greensboro Coca Cola Bottling Co., has been augmented by an additional schedule of five 15-minute "Singing Sam" transcriptions a week, for 26 weeks. This makes eight morning programs over WBIG carried by the Greensboro Coca Cola Bottling Co. weekly.

Artists Bureau Bookings

Irene Beasley has been booked for four weeks at the Riviera starting July 6 through Mack Davis of Columbia Artists. Appearance of Dennis King on Vallee's show this week was handled by James Appell with the Wm. Morris Office.

In LOS ANGELES

(for Southern California coverage)

IT'S

Warner Bros.

K F W B

Publicity RESULTS Not PROMISES

COUNT WITH ●●●

General Motors Corp. (Cadillac-La Salle)

MacManus, John & Adams, Inc., (Pontiac Motor Co.)

Henry Souvaine, Inc.

Donahue & Coe, Inc.

Gladys Swarthout

Frank Chapman

John Charles Thomas

Irene Wicker

Alois Havrilla

Pick 'n' Pat

Wilfred Pelletier (Met. Opera)

NEWS FEATURES, INC.

30 ROCKEFELLER PLAZA
18th FLOOR
WILLIAM HAWORTH, PRES.

Gude on Southwest Tour

John G. (Jap) Gude, manager CBS station relations department, will take a month's trip throughout the mid-west after the NAB convention. He will visit CBS affiliates in that territory.

In LOS ANGELES

(for Southern California coverage)

IT'S

Warner Bros.

K F W B

**RESULTS!
COUNT MOST**

The international scope and sound growth of this organization are the rewards of experience and service applied to station representation.



TRYING to announce a wrestling match with rabid fans brandishing chairs over their heads proved just a little too much for WIL's sport-casters recently. Neil Norman and Bill Durney, sports announcer and assistant, respectively, were bringing the fans of the grunt and groan game a vivid picture of the main go on a card at the Coliseum in St. Louis between Eddie Newman and Chief Chewchki. It was fair weather sailing until the Chief started to use his upper plate to scratch Eddie's back. Referee Vopel caught him before he had a chance to put his choppers back in his mouth and decided to deprive him of their use for the balance of the match. He handed the teeth thru the ropes to Bill Durney for safe keeping. Soon after a general riot broke out around Neil Norman, who was still trying to put it all into words. Payoff came when Bill Durney discovered that he had lost Chewchki's store teeth and he left for other parts before he was asked for them.

When the KDKA Choralists appear at several sessions of the Kiwanis International Convention in Indianapolis, today, tomorrow and Wednesday, their primary purpose will be to

entertain the Kiwanians. But their secondary objective will be to have Pittsburgh chosen for the 1939 convention. So each program presented will follow radio style by having theme songs for the opening and closing numbers. The singers from the Westinghouse radio station are being sent to Indianapolis under the auspices of the Kiwanis Club of Pittsburgh.

Earl J. Glade, managing director of KSL, Salt Lake City, acted as emcee for the Pacific Ad Club convention in his city last week. KDYL gave a cocktail party for the delegates in the ballroom of the Hotel Utah.

Dick Roll, announcer at WHIO, Dayton, O., was at the mike for the airing of the sixth annual show of the Dayton Saddle Horse Ass'n. Roll is well-acquainted with the training of such horses.

WIL, St. Louis, is still getting comments and congratulations for its coverage of the recent International Aerobatic Competition and Air Races. A field staff of 12 was used in airing the event.

Couple of weeks ago a pretty little

**Elaborate NBC Coverage
On Boy Scout Jamboree**

(Continued from Page 1)

put up near the Washington Monument and some 50 to 100 engineers, production men and announcers will work from there. Programs also will be short-waved.

girl came into WTMJ (Milwaukee) offices and announced timidly that she was a blues singer. Frank Werth, assistant musical director, just going into a rehearsal, said "Come on, we'll see." The impromptu audition brought forth one of those rare blues voices with personality, and another WTMJ star was born. Her name is Lorraine De Wood. Dark-eyed, raven-tressed Lorraine is going places, according to Frank Werth, to whom go laurels for a discovery.

Jocko Maxwell, sports commentator for WLTH, saluted Joe DiMaggio, sensational center fielder of the New York Yankees, as his guest on his Saturday "WLTH Sports Parade" broadcast.

Two network shows terminate their runs this week—the Grace Moore-Vincent Lopez program for Nash Motors on CBS, and the Louis Armstrong "Harlem" show for Fleischmann on NBC-Blue.

JOIN !**These National Advertisers Who Are Successfully Using
AMERICAN FOREIGN LANGUAGE RADIO STATIONS**

Carnation Milk

Libby, McNeil & Libby

Pet Milk

Wonder Bread

Tasty Bread

Borden Company

Canada Dry

San Giorio Macaroni

Procter & Gamble

Hecker-H-O Force

Carter's Little Liver Pills

Iowa Soap Co.

Alka-Seltzer

Junkett

Sun Oil Company

Medaglia D'Oro Coffee

CALL—WIRE—WRITE

American Foreign Language Radio Station Representatives

A DIVISION OF

VAN CRONKHITE ASSOCIATES, INC.

NEW YORK

60 East 42nd Street
MUrray Hill 2-2030

CHICAGO

360 North Michigan Ave.
State 6088

Dozen AFM Resolutions Affecting Radio Field

(Continued from Page 1)

in radio station or in public music reproduction machines.

4. That no ET be played by a radio station without permission of the AFM local.

5. That if a radio station is declared nationally unfair, no music created by union musicians can be piped through to said station.

6. That a 2 per cent tax weekly be assessed radio musicians to pay strike benefits.

7. That singers or other entertainers (not instrumentalists) appearing with orchestras be required to join AFM.

8. That no AFM member be permitted to give any firm a waiver on ET or other performing rights.

9. That a research department be set up to safeguard members' interests with respect to future mechanical developments.

10. That services of members be refused to stations using recordings.

11. That regulations and restrictions include barring of wired music to displace live music now employed; reproduction of a master record shall never be used for a wired broadcast, and shall not be transported to another state; records made by union musicians shall not be used for broadcasting or sale by organizations having no contract with the union; that rate of pay of musicians for recording be increased; that royalties be paid the union by broadcasting companies on basis of extent of the use of records; that non-union music shall not be used with union music; that playing time and amount of music to be recorded at any one session shall be limited; that music of orchestras playing in a hotel shall not be piped to any other public room; that federal legislation be sought to place broadcasting of records within interstate commerce definition.

Joseph N. Weber was re-elected president of the organization. Other officers elected are: C. L. Bagley, vice-president; Fred W. Birnbach, secretary; and Harry E. Brenton, financial secretary and treasurer.

Russ Person in Plane Crash

Minneapolis—Russ Person, remote control engineer for WCCO, sustained no bruises (except to his pride) when the plane which he was piloting cracked-up near Cambridge, Minn., recently. Person has 50 solo hours to his credit. This was his first mishap.

In LOS ANGELES

(for Southern California coverage)

IT'S

Warner Bros.

K F W B



DO YOU KNOW
WHO THE
"COLONEL
FROM
KENTUCKY"
IS?

NO?

Then tune in
today 3 - 3:30
E.D.S.T.
WABC - Columbia
Network

☆ PROMOTION ☆

"New Cry of the Old West"

In a new book just circulated to the advertisers and agencies, "Buck" Weaver, old time "sour dough," cow hand and mining expert, tells the story of "The New Cry of the Old West" an account of the 14 years history and progress of KFEL, Denver. The story is related in the jargon of the old West and told in the frank, honest manner typical of Western people. Included is a generous display of photographs of the territory KFEL covers, as well as

material useful to advertisers in considering this important market.

To quote him, Buck "aimed to make the book useful as well as purty."

Contest Sold 81,149 Pieces

Fischer Baking Co. contest conducted over WTNJ, Trenton, resulted in sales of 81,149 pieces of merchandise in 13 weeks, not 8,119 as inadvertently reported. Each wrapper from a Fischer baked product counted as 10 votes, resulting in 811,490 votes entered in the Children's Opportunity Contest.

Conquest Alliance Exhibit

Chicago—Among interesting exhibits at the NAB convention is the preview display of the new Conquest Alliance combination audition units and radio receivers. Units are portable and weigh only 32 pounds. All controls and loudspeaker are mounted on the front panel, and a single switch changes the instrument from radio to phonograph, or to phonograph and microphone. The mike is independently controlled, the turntable has both standard speeds, and the short and long wave dials are combined in one.

Conquest is also showing its new Audition Unit. C. H. Venner Jr., president, and Leonard Herzig, chief engineer, are in charge of the technical exhibit. Frank F. Morr of Chicago and Allan M. Wilson, assistant to Venner, are explaining the new "Streamlined Serials" sales plan.

Odell Upped at WAAF

Chicago—William D. Hutchinson, WAAF manager, has promoted Jack Odell, continuity editor, to the post of program director vacated by Eddie Simmons who lately joined the WGN production staff. Continuity post goes to Virgil Irvin, who comes from KMAC, San Antonio.

THE NEW CRY OF THE OLD WEST



GENE O'FALLON, Manager

Suite 922—Hotel Sherman
(during N.A.B. Convention)

Rep. by JOHN BLAIR & CO.

"N.A.B."
CONVENTION

VISITORS



and YOU and YOU and YOU

ARE INVITED TO ROOM 1006—HOTEL SHERMAN—
"OPEN HOUSE"

5-MINUTE DRAMATIZED PROGRAMS FOR
LOANS—OPTICAL—BANK—FURNITURE
—JEWELRY—LIFE INSURANCE

"STAY AT HOMES" CAN SECURE FULL INFORMATION
BY WRITING TO

H. S. G. ADVERTISING AGENCY
420 MADISON AVE. NEW YORK

A COMPLETE RADIO PROGRAM SERVICE AVAILABLE AS A WHOLE OR IN PART TO ADVERTISING AGENCIES AND THEIR CLIENTS

A few of the programs, sponsors, and agencies with which we have been associated.

Helen Hayes in "The New Penny"—Sanka Coffee—Young & Rubicam; Beatrice Lillie—Dr. Lyon's Toothpowder — Blackett-Sample-Hummert, Inc.; Sherlock Holmes—the G. Washington Coffee Co.—Cecil, Warwick & Legler; Marx Bros.—Esso Gas—McCann-Erickson, Inc.; Bob Hope — Woodbury's—Lennen & Mitchell, Inc.; Will Rogers, George M. Cohan, Irving Berlin, Irvin S. Cobb—Gulf Refining Co.—Cecil, Warwick & Legler; Warden Lawes' Crime Stories—Sloan's Liniment—Cecil, Warwick & Legler; The Shadow—Blue Coal—Ruthrauff & Ryan, Inc.; Uncle Charley's Tent Show—Procter & Gamble—Compton Co.; Adventures of Bill Baker—A. & P. Stores — Paris & Peart; and many others.

A partial group of distinguished stage, screen, and radio stars for whom we have provided material.

Lionel Barrymore
Irving Berlin
Fanny Brice
Joan Crawford
Helen Hayes
Bob Hope
Noah Beery
Clive Brook
Bruce Cabot
Cary Grant
James Dunn
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Lee Tracy
Edmund Lowe
Paul Lukas
Edgar A. Guest
Beatrice Lillie
D. W. Griffith
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RADIO PRODUCTIONS
17 East 49th Street - New York City

Program Ideas
Dramatic Scripts
Comedy Material
Talent

Production
Direction
Program Doctoring
Transcriptions

New Studios Are Opened By KVI in Seattle Hotel

Seattle—Carrying forward its expansion program, KVI of Seattle and Tacoma has opened attractive new studios in the Olympic Hotel here.

In LOS ANGELES

(for Southern California coverage)

IT'S

Warner Bros.

K F W B

AMERICAN DYNAMIC

(High or Low Impedance)

D-5-T 10,000

ohms. List \$32.50

D-5 50 Ohms

List \$27.50

(Both equipped

25 ft. cable and

plug.)

Excellent Fre-

quency Response

Rugged

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A TRUE DYNAMIC

DYNAMIC AND RIBBON

REPAIR SPECIALISTS

Write for catalogue on Microphones and Accessories

AMERICAN MICROPHONE CO., INC.
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CONTESTS • GRAPHOLOGY

Helen King

17 East 48th St. New York City

GREETINGS

to the

N A B

JOE PENNER

CBS Network—

"COCOMALT"

RKO Pictures

"NEW FACES OF 1937"

"THE LIFE OF THE PARTY"

★ ★ Los Angeles ★ ★

HOLLYWOOD'S value as a name tag for radio productions brings radio into the storm that started when Culver City announced intention of changing to Hollywood, and Benjamin E. Neal, director of public relations for Aerogram, has begun a crusade to include all of "mythical place called movieland" to "Greater Hollywood." He's diskings propaganda for club and organization use. "Our transcription studio is in Hollywood. In locating here, the value of the name was of material influence," he says. "We want no one to steal an asset that is rightfully ours. At the same time, we would gladly share the magic name with those who helped increase its glamour."

Jimmy Vandiveer, who has been doing "Meet Some People" over KHJ on Monday nights, now starts a new second series of interviews with interesting personalities, to go Mutual-Don Lee Thursday evenings, titled "People You Should Know." Will specialize in grabbing celebs who visit here.

Newly organized Blount-Laemmle diskings and production firm has completed a two-episode dramatic audition job, and next week expects to produce two more sides of a musical show which will be turned over to the sales department for action. Earl Ross, former KHJ production man, is producing. First disks used June

Gale, Norene Gammil, Carl Hackett, Grace Leonard and Phil Lerner.

Last minute need for signing papers in connection with the new building held Donald W. Thornburgh, CBS vice pres. on Coast, from attending Salt Lake admen's conclave, where he was scheduled as a speaker. John Dolph, assistant, did the pinchhitting in his stead.

Gertrude Berg, scripting on Bobby Breen shows, has taken a house in Brentwood and moved her family here to reside.

Charles Smith of NBC artist bureau is back from a month in the East.

Weather service designed especially for yachtsmen has been inaugurated by KNX, Thursdays, Fridays and Saturdays, tied on to the evening news broadcast and the midnight news, adding off shore weather conditions. Series to continue through summer. Using short wave dispatches from Cape Blanco, Point Conception and south of Point Conception, to assemble material.

G. C. Motwane, head of the Eastern Electrical & Engineering Co. of Bombay and Calcutta, and one of radio's pioneers in the East, is heading back for New York after a ten-day visit in Hollywood. Among other things, he announced that he will build a home here, divide his time between India and Los Angeles. Motwane distributes more than half of the radio equipment used in India.

Mertens and Price announce sale of 52 weeks of Sunday Players for Woodlawn Memorial Park, Detroit.

To catch Sunday family audiences that will be gained through younger listener interest, KFVB on Sunday inaugurated its Sunday School of the Air, which will be conducted by Mrs. Irma Boyle. Program will use commentator, chorus and professional talent says Manager Harry Maizlish.

Buddy Rogers selected Hoagy Carmichael for his final Sunday Twin Star program, saluting the songwriter with several of his hit tunes, including "Star Dust," "I Met Him in Paris," etc.

St. Paul Branch Studio Is Dedicated by WDGY

(Continued from Page 1)

hour of variety entertainment on the air under the direction of Edward P. Shurick, assistant general manager of WDGY, and who is in charge of sales, program and production. The program included music from the 36-piece St. Paul Ladies Band, Bernadine Petersen, contralto; The Happy Hollow Gang, Vagabond Kid, The Rhythmnettes (Keefe Sisters); Gertrude Lewis, the Twin Cities' only Woman News Commentator, and other Twin City talent. Bill Wigginton of the WDGY announcing staff acted as master-of-ceremonies.

Mayor Mark Gehan of St. Paul extended the greetings of the city to Dr. Young and WDGY. Commissioner Finlan of the Department of Education and Commissioner Barfuss of Public Safety also spoke on the program.

One large and one small studio with control room equipment have been built, with sales offices and audition rooms. Gordon MacDowell has been named St. Paul manager by Dr. Young.

FCC ACTIVITIES

EXAMINER'S RECOMMENDATIONS

Elmira Star-Gazette, Inc., Elmira, N. Y. CP for new station. 1200 kc., 250 watts, daytime, be granted.

Chase S. Osborn, Jr., Fresno, Cal. CP for new station. 1440 kc., 500 watts, unlimited, be granted.

Press Wireless, Inc., New York City. App. for renewal of station licenses for use of certain frequencies, be granted.

HEARINGS SCHEDULED

June 22: Roberts-McNab Co., Bozeman, Mont. CP for new station. 1420 kc., 100 watts, 250 watts LS., unlimited.

Gallatin Radio Forum, Bozeman. CP for new station. 1420 kc., 250 watts, daytime.

June 24: Leon M. Eisfeld, Burlington, Iowa. CP for new station. 1310 kc., 100 watts, unlimited.

June 25: John W. Haigis, Greenfield, Mass. CP for new station. 1210 kc., 250 watts, daytime.

July 1: Peninsula Newspapers, Inc., Palo Alto, Cal. CP for new station. 1160 kc., 250 watts, daytime.

Arthur W. Croghan, Minneapolis. CP for new station. 1310 kc., 100 watts, daytime.

North Georgia Broadcasting Co., Rossville. CP for new station. 1200 kc., 100 watts, daytime.

Rapids Broadcasting Co., Cedar Rapids, Ia. CP for new station. 1310 kc., 100 watts, unlimited.

Oct. 7: Pacific Acceptance Corp., San Diego. CP for new station. 1200 kc., 100 watts, daytime.

Smith, Keller & Cole, San Diego. CP for new station. 1200 kc., 100 watts, daytime.

WREN, Lawrence, Kans. Auth. to transfer control of corp.

Oct. 14: Troy Broadcasting Co., Inc., Troy, N. Y. CP for new station. 950 kc., 1 KW., daytime.

New WBIG Transmitter Site

Greensboro, N. C.—WBIG is using a mobile transmitter, by authority of FCC, for the purpose of locating a new transmitter site.

C. P. MacGREGOR

Hollywood

AT the CONVENTION

Room 423

Sherman Hotel

AIR FEATURES, Inc.

RADIO PRODUCTIONS

247 Park Ave.

New York City

BARRY MCKINLEY

Griffin "ALL-Wite"
Tic Toc Review

Management

NBC Artists' Service

Personal Representative

James L. Saphier

"Wheaties Champions of Harmony"

KAY & BUDDY ARNOLD

Sponsored by General Mills

WMCA

2:30-5:30 Daily

Claim Court Mis-Ruled On Status of Records

Recent ruling of the U. S. District Court in Massachusetts in the case of Ray Noble vs. Hotel Vendome involving use of phonograph records is expected to be appealed by the National Ass'n of Performing Artists, which represented Noble, on the basis that the court was not properly informed on the contract.

The Court decided that under the contract as submitted, Noble's rights, including his common law rights of property in his performances, were transferred to the recording company by Noble. Maurice J. Speiser, general counsel for NAPA, points out that the Court was of the opinion that under the recording contract, RCA-Victor owns all the rights for the commercial as well as home use of these records. It is contended that this is not the contractual relationship between Noble and RCA-Victor and that the contract is ambiguous, at best, in its language.

WNEW Summer Stock Auditions

Casting auditions for a summer stock company, the Copake Island Theater, will be conducted and aired from the WHN studios at 3:30-4 p.m. on Wednesday under the direction of H. I. Alexander.

WNEW also has joined the Shakespeare parade with a "Shakespeare a la Carte" to be presented June 26 at 8:30-9 p.m. Richard Brooks will conduct the program, which offers amateurs a chance to come up and recite their favorite Shakespearian passages in competition for prizes, the winners to be decided by mail vote.

"Rising Stars" Continues

"Rising Stars", with cast composed of Broadway understudies, which clicked on its debut a week ago, will continue each Sunday over the NBC-Blue network at 8-8:30 p.m. Penny Bancroft is president and organizer of the unit, with Virginia Bonnell, Leslie Woods and Edward Mann among yesterday's performers.

T. R. Putnam Back from Tour

Longview, Tex. — T. R. Putnam, manager of KFRO, returned last week from a vacation tour which took him to Evansville, Ind.; Cincinnati and Memphis. Putnam visited the various radio stations in cities along the route.

Al Boasberg Dead

Al Boasberg, radio writer for Jack Benny, who only the day before his death had signed a new contract with Benny, died in Hollywood on Friday.

FURGASON & ASTON



Representation with Concentration

★
Chicago
★

BURRIDGE BUTLER, president of WLS, invited entire staff for picnic at his farm Bur Ridge on Sunday.

Rene Gekiere, NBC announcer, in the hospital with a strep infection. Gekiere and Betty Mitchell of RCA Recording laboratories recently revealed their marriage.

Wedding bells rang Saturday for Irvin Haberichter of WLS Stand By staff and Henriette Schmidt.

Bob Hawk is off on a California vacation. Ben Hespen is pinchhitting for him on "Red, Hot and Low Down," and Del King on "Foolish Questions," both at WAAF.

Janet Logan of the "Romance of Helen Trent" is leaving the cast for a while this summer to attach herself to a traveling troupe of actors in Wisconsin.

Sylvia Stone, contralto, has returned to WAAF with a new program.

John Bay of NBC personnel staff has applied for a patent on a safety device to be used on all electrical portable appliances.

Carolyn and Mary Jane DeZurik of WLS have been vacationing with home folks at Royalton, Minn.

Ben Gage, formerly doing singing lead in Gold Medal's "Modern Cinderella," has joined NBC Hollywood announcing staff.

Fred Ibbett is back from California by way of motor trip to Mexico and has returned to producing "First Nighter" for Aubrey, Moore & Wallace.

Jim Ameche, Don's younger brother, has informed friends here that he is set for a Paramount screen test in Hollywood.

Edgar A. Guest, who commutes from Detroit each Tuesday for the Household Finance show here, is summering at Point Aux Barques, Mich., and doing an occasional ser-

mon at the village church on Sundays.

Fred Palmer, WLS production man, has been transferred to KOY, Phoenix, Ariz., owned by the same interests.

Nathan Caplow, formerly continuity editor of WAAF, has joined D'Arcy Laboratories here.

University broadcasting council has launched a new Thursday evening series over WIND titled "The Growth of Democracy." Programs present civic leaders in discussions of progress and development.

Martha Crane of WLS claims the scoop of interviewing Nan Fanger, Hollywood charm expert, on Saturday June 19.

Malcolm Claire's Children's Stories have been shifted from WENR to WMAQ, NBC-Red, effective today.

It's a boy in the household of Verne Mills, NBC engineer.

Mel Merkley, handling publicity for the Drake hotel, leaving to handle Fred Waring publicity on the coast. Formerly was with Horace Heidt.

Florence George, beauteous coloratura, groomed by local NBC studios for Chicago City Opera next fall, in Hollywood to make a guest appearance on the Bing Crosby show next Thursday.

Dick McBroom, new head of research for John Blair & Co., station

reps, back from a Pacific coast tour of stations on the Blair list. In Idaho he closed the deal with KIDO, Boise City, to join Blair group. Station joins NBC in fall making it first network outlet in state.

In LOS ANGELES

(for Southern California coverage)

IT'S

Warner Bros.

K F W B

Widest Studio Line Coverage in New York for Line Recordings.

ADVERTISERS' RECORDING SERVICE

Instantaneous Recordings

113 WEST 57th STREET

NEW YORK CITY

Circle 7-6980

Greetings to N. A. B. from C. R. A.

America's Fastest Growing Radio and
Dance Orchestra Booking Organization
Salutes the NATIONAL ASSOCIATION
OF BROADCASTERS.

CONSOLIDATED RADIO ARTISTS, INC.

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GENNETT SOUND EFFECTS

SPEEDY Q. SOUND EFFECTS

WAX

ELECTRICAL TRANSCRIPTIONS

THOMAS J. VALENTINO
729-7th AVENUE
NEW YORK CITY

BRISTOL-MYERS RENEWS NBC-RED NETWORK SHOW

Bristol-Myers Co. (Ipana tooth-paste and Sal Hepatica) has signed a 52 week renewal with NBC for the Wednesday, 9-10 p.m. spot, repeat at 12 midnight, on 58 Red network stations, effective July 7, when Walter O'Keefe takes over the show. Young & Rubicam Inc. has the account.

Love Bug Bites 2 at WCCO

Minneapolis—Sheldon Gray, WCCO baritone, and Paul Fillmore of WCCO's "Three Tones" will march to wedding bells this month.

In LOS ANGELES

(for Southern California coverage)

IT'S

Warner Bros.

K F W B

"BARON MUNCHAUSEN"

JACK PEARL

RALEIGH and

KOOL CIGARETTES

WJZ-10 P. M. E.S.T.—Friday
NBC Network

Dir.: A. & S. LYONS, Inc.

AUDIO-SCRIPTIIONS, Inc.

RADIO & VOICE RECORDING

WE RECORD "OFF THE AIR" . . .
AT OUR STUDIO . . . AT YOUR HOME,
HOTEL OR CONVENTION HALL.

20 W. 47th ST. NEW YORK CITY

FRANK DeGEZ

CUSTOM CLOTHES

46 WEST 48 ST.
NEW YORK

BR yant 9-9746

Outfitter to some of the best Radio Bands on the air—Finest of imported materials with the finest of tailoring plus correctness of style. Priced from \$65 up.



CHICAGO

● ● ● THE NAB KEYNOTE? Battles may develop, or the convention may prove smooth....but the great majority of folks here are all set for a grand time....Socially, it looks like a huge success....Apart from the Braddock-Louis fight, spirit of entertainment pervades the atmosphere whether the suite be that of an exhibitor or just an attendee...."It's on the house" may be heard on every floor....and of course it holds doubly good at RADIO DAILY G.H.Q.....

● ● ● EARLY BIRDS—Managing Director Jimmy Baldwin on the job days in advance. Also, Arthur Church of KMBC and president "Chuck" Myers....Fred Weber of Mutual takes honors as the first network man to check in....Loren Watson of Associated Music Publishers was among the several early transcription exhibits on tap....in fact, no convention ever saw the ET men set up so soon....even the station reps got going forthwith and a feature of most exhibitors seems to be expansion in the production field....John Blair, Transradio Press, United Press and others are in this classification.

● ● ● TEN-GALLON HATS, et al....Western-looking guy with a ten-gallon hat appears to be Jack Lavin and upon investigation it proves to be him in the flesh....bonnet is a present from Harold Hough of WBAP....one of those Triple X Beavers by Stetson, valued at 50 bucks....After all, a Treasurer shouldn't mind such small items....Tom Gooch of KRLD, also a Texas broadcaster, sent the same kind of beaver to Major Bowes not so long ago....But broadcasters do send out goods other than rate cards and press releases....L. B. Wilson of WCKY likes to send forth candy....Bill Pate of Mobile ships pecans right from his back yard....Also Amon Carter of WBAP, from his Shady Oak Farms....the bag mostly telling about the Fort Worth Star-Telegram's 175,000 circulation....J. T. Ward of WLAC presents his pals with country cured hams....while Bill Gillespie of KTUL likes to distribute fancy wooden name plates....(tip to College Inn chef—Mrs. Bill Gillespie goes heavy for fried soft-shell crabs)....Our vote-getting member of the NAB Board, Gene O'Fallon, digs up the best celery in the world at Xmas time....Ed Craney, KGIR, sends forth juicy slices of Montana steers, and of course Fred Hart KCBM, Honolulu, loves to parcel post Hawaiian lei....etc., etc.

● ● ● CONVERSATION—Weather is unseasonably cool, following some rain....yet the boys can't forget the reverse desert-heat of last year....Ray Linton, station rep, has taken on Walter Wyne to do some selling....Wm. G. Rambeau & Co. signed WIP, Philly, and will act as national representatives....Pete Peterson, erstwhile Hearst radio man, considering attractive offers....Carl Wheat mentioned as possible successor to Dr. Irvin Stewart on FCC....Ad agency time buyers are pulling stakes to avoid being swamped by callers....some decided it is better to go to the Sherman and mingle with the boys socially and mebbe they won't talk business....but you'll find H. W. Kastor at the Sportsman's Club around lunch time at least....Herb Morrison of WLS, famed for his disk version of the Hindenburg disaster, filling lecture dates....a slim chap with sensitive features....easy to see why his emotional display was so convincing on the air....Gene Furgason holding a sort of reunion with Seaton Wasser and Jim Wade of the F.&A. New York offices.

BIG LIST OF SPEAKERS FOR AFA CONVENTION

(Continued from Page 1)

fadden Publications. At the banquet and ball tonight Lowell Thomas, Grover A. Whalen and Strickland W. Gillilan will be the chief speakers, with Chester H. Lang of General Electric presiding.

Henry Eckhardt, president of Kenyon & Eckhardt, will address tomorrow's general session and Thomas Burke of the Department of Commerce, will speak at the international trade conference tomorrow afternoon.

The only radio topics on the schedule are a clinic breakfast discussion at 8:30 a.m. tomorrow led by Jake Albert of the Detroit News, and a discussion this morning on "How can radio programs be used as a means of influencing women to believe in advertising?" conducted by Elsie E. Weaver of the Philadelphia Club of Advertising Women and Florence Cox of the Women's Advertising Club of Detroit.

Annual election of officers takes place Wednesday.

Subjects of the convention conferences include: newspaper advertising, retail advertising, public utilities advertising, industrial marketing, premiums, newspaper promotion, club activities, direct mail advertising, international trade, and outdoor advertising.

WABC Engineers Vote CIO Unit Affiliation

(Continued from Page 1)

employed in the nine CBS owned and operated stations. As yet only the WABC staff has joined the ARTA, effective as of June 18.

Harold Katan, head of ARTA broadcast division, in confirming the report, said William S. Paley, CBS president, would be notified shortly by mail of the WABC engineers' affiliation with the ARTA and the letter would also ask for a meeting to discuss union recognition, wages, hours, etc.

In one swoop the ARTA has added over 70 radio engineers to the rolls. It is also reported that NBC engineers are very much interested in the turn of events at WABC and are said to be sympathetic to the ARTA.

This is the biggest impression the CIO has made in the radio field to date. The American Radio Announcers & Producers Guild, headed by Roy Langham, may affiliate with the CIO or the AFL.

Katan at the time of the WABC inquiry also made it known that the WHN engineers case will come up before the National Labor Relations Board on July 1.

Last week the WNEW engineers were notified that effective July 1 they would be granted a 25 per cent wage increase and in the fall a regular salary increase schedule would be introduced. This move was in response to a request filed with the management by the engineers some weeks ago. Staff is not affiliated with any outside union.

5 MAJOR ISSUES FACE NAB CONVENTION IN CHI

(Continued from Page 1)

radio industry; the proposal of Congressman Celler to establish a government broadcasting station; state legislation in various forms, which more or less resolves itself into the important item of copyright and Ascap, and a number of amendments to the by-laws, while behind the scenes there probably will be renewed talk of a nationally known figure to serve as spokesman or "czar" of the industry.

Proposed amendments to be voted on, and which are expected to result in spirited argument, are: (1) increase of membership dues; (2) that each retiring president of NAB be automatically placed on the board of directors for a three-year term; (3) preventing multiple station owners from getting by with membership of one station only.

Of the proposed amendments, it is generally believed that the one pertaining to the retiring president will not be passed, since most members feel that if a retiring president is considered worthy, he can be placed in nomination and elected through the usual channels.

Usual pre-convention candidates for president proposition has been discussed by various groups. At this writing, while nominating committee is still in session, John Elmer, of WCBM, and first vice-president now of NAB, is believed to have more than an edge over other prospective candidates that may be placed on the ticket. One western faction is for John J. Gillin of WOW, and others for Ed Craney, of KGIR.

Elmer is hailed as the perfect proposition due to his general radio knowledge, and from all around angles, also because he is not a network affiliation and is acceptable to the so-called independents. His viewpoint is held as being excellent, and that he is from a large city yet understands the problems of those from smaller towns. That he was appointed to the Federal Radio Education Committee is further considered an asset.

However, it is expected that a candidate may be placed in nomination from the floor and pushed through to the presidency. This situation arises from the faction dissatisfied with the idea of having too many board members on the nominating committee, which is comprised of Earl J. Glade, KSL; Edward A. Allen, WLVA; Mollory Chamberlin, WNBR; Arthur B. Church, KMBC, and Joe O. Maland, WHO.

Terms expiring in addition to that of President Myers, Vice-President

NAB Presidential Possibilities

Chicago—Leading possibilities as the next NAB president, to be elected tomorrow, include John Elmer, president of WCBM, Baltimore, now vice-president of NAB; Ed Craney, manager of KGIR, Butte; Arthur B. Church, president of KMBC, Kansas City; Joseph O. Maland, vice-president of WHO, Des Moines, and John J. Gillin Jr., WOW, Omaha.

Advance Registrations Total 165 on First Day

(Continued from Page 1)

to keep the desk open all afternoon. It was originally planned to close at 1 p.m. At last year's NAB meeting, also held in Chicago, only 30 persons registered during the entire day, but before the end over 700 radio executives were recorded, the present record.

The general uptrend in radio billings and the opening up of new fields in the broadcasting business are directly responsible for the high preliminary figures.

Interest in the newly introduced feature of the convention, the sales promotion exhibit, is running high. Material on display was submitted by networks, transcription companies, independent stations and other radio services.

Hage Eastern Director For VanCronkhite Firm

(Continued from Page 1)

New York offices in the Lincoln Building.

Before going with U. P., Hage was assistant manager of WJAY, Cleveland, and has been connected with radio for nine years. In his new connections it is understood he will direct only the eastern activities of news features and the news counseling service of VanCronkhite Associates.

KECA-KFWB Negotiations On

West Coast Bureau, RADIO DAILY

Los Angeles — Negotiations that were hot enough to keep Harrison Holloway, Earl C. Anthony station manager, here when he was scheduled to be radio day chairman at the PACA convention in Salt Lake, may wind up with ownership of Warner Brothers KFWB passing to Anthony. Talk is that Anthony will move KECA call letters to KFWB, discontinue the KFWB call letters, and use the WB transmitter and wavelength for the NBC blue outlet in place of present KECA. Price understood to be holding up the deal.

John Elmer, Second Vice-President Gardner Cowles, Jr., and Treasurer Harold Hough, are five members of the three-year term of board of directors and W. Wright Gede, (deceased).

Ike Levy Warns NAB To Stick With Ascap

(Continued from Page 1)

no longer an NAB member he felt it his duty to warn the industry of adverse developments in the Ascap muddle.

While certain broadcasters will raise the issue on the convention floor for a "per use" method of accounting on copyright music, Levy warned that it would be to the best interest of the industry and a far cheaper one to go along with Ascap under the present blanket license plan. In a confidential tone, based on definite information and facts coming from an undisclosed director of the music society, Levy advised that if a "per use" system is forced upon Ascap each copyright owner will fix his own performing price on every single work.

"I saw the indexes being prepared for transmission to the individual members of Ascap and of foreign societies upon which each of them was to be requested to place his own price for all different forms of use of each of their compositions," he says. "A 'per use' plan would enable Ascap to hit back at radio in those states where anti-trust suits were fostered by broadcasters to put Ascap out of business. Many broadcasters in such states as Washington, Montana, Nebraska and Florida would be unable to get music licenses at any price. Why should the copyright owners be greatly concerned at turning the other cheek and favoring broadcasters who have so bitterly attacked them? Ascap is fully prepared to bear down heavy on the radio industry if a 'per use' system is demanded. Let well enough alone, hang on to the blanket licenses for dear life."

"New Ideas" Switches Time

"New Ideas" program on WINS switches to Mondays at 5:30 p.m. effective today. Formerly heard Saturdays. B. F. Kamsler, Dollar Top Theater director, is today's guest.

JOHN BLAIR & CO. FORMS PRODUCTION SERVICE UNIT

(Continued from Page 1)

sent specific accounts and to aid Blair salesmen in furthering spot time sales, will be announced at the NAB convention today by John Blair, president of John Blair & Co., station reps. Del Owen, well-known in radio production circles and formerly of WGN program department, will direct the new company, with headquarters here.

The Blair idea is seen as of far-reaching importance to spot broadcasting. It will not seek to compete with agency production departments, but rather cooperate and supplement their services. In the development of original ideas, auditions will be handled through the New York, Chicago and Hollywood offices of RCA-Victor.

Blair points out many programs developed by individual stations are so successful that they merit national adaptation, also that much potential spot business falls by the wayside for lack of new and effective ideas through which it may be placed, and his new unit intends to close this gap.

A consultation service to advertisers on program and merchandising ideas in the spot field also will be offered.

UBC Contingent

Cleveland—United Broadcasting Co. delegation to the NAB convention includes H. K. Carpenter, v. p. of UBC and g. m. of WHK and WJAY; C. A. McLaughlin, sales mgr.; Edward L. Gove, technical chief; Carl Everson, g. m. of WHKC, Columbus; Harry Hoessley, sales manager, WHKC; Warren Williamson, manager WKBN, Youngstown.

MAX GRAF SAN FRANCISCO

At Convention Room 1064-65
SHERMAN HOTEL

BILL ELLSWORTH RADIO TALENT

75 E. WACKER DRIVE
CHICAGO, ILL.



WILSON - ROBERTSON INC

RADIO REPRESENTATIVES

CHICAGO

NEW YORK

KANSAS CITY

In the heart of Radioland—Hollywood's
most modern transcription studios

THE AEROGRAM CORP.

"from script to disk"

1611 Cosmo St. Hollywood

In LOS ANGELES

(for Southern California coverage)

IT'S

Warner Bros.

K F W B

TEN YEARS OF BROADCASTING HAVE SET UP CERTAIN STANDARDS FOR A SUCCESSFUL NETWORK

WHAT ARE THEY?



① IT MUST DOMINATE THE NATION'S KEY MARKETS. Mutual's exclusive basic outlets: For the New York market—WOR 50,000 watts, for Chicago—WGN 50,000 watts, for Detroit—CKLW 5,000-watt international station, for Boston and New England, Colonial Network, for California, Don Lee Network, oldest group on the West Coast. And WLW 500,000 watts; and 27 affiliates. 23 of the nation's first thirty markets!

② IT MUST RENDER DEPENDABLE PUBLIC SERVICE. Mutual carried the Conventions, the Fireside Chats, the Coronation from London, flashed descriptions of the Hindenburg disaster, was the only network to carry the 1937 World's Hockey Championship, the first network to rebroadcast from a plane flying the Atlantic.

③ IT MUST FEED PERMANENT AND CONTINUOUS SERVICE. Mutual begins its third year of permanent lines next month...to points as far flung as Maine, Texas, New York, California. In an average week (June 1937) Mutual pipes 105 broadcasting hours.

④ IT MUST ATTRACT ADVERTISERS' DOLLARS AND PRODUCE RESULTS. 21% of all network advertisers in 1936 took advantage of Mutual's flexibility and economy. Mutual billings for 1935 were: \$1,293-102.85, for 1936, \$1,987,572.57, and in 1937 are running 16% ahead of the same period last year.

⑤ IT MUST BUILD LISTENER HABITS THROUGH DISTINCTIVE PROGRAMS OF NETWORK CALIBRE.

Mutual selects and presents the best programs of each member station as sustaining shows: Presents The Chicago Symphony, Alfred Wallenstein (New York), Yale University Music (Boston), Old Time Melodramas (California), International Exchange Features (Canada), etc. Mutual's sponsors present Richard Himber, Ted Weems, Gogo DeLys, Kay Kyser, Tim and Irene, Bunny Berrigan, etc.

⑥ IT MUST ESTABLISH RECOGNITION OF A NETWORK NAME. For two years homes have echoed, newspapers, fan magazines and trade papers have repeated, "This is the Mutual Broadcasting System."

AND IN ADDITION Mutual contributes a new plan to broadcasting, a coöperative network in which stations derive the operating profits and by which advertisers may select just the markets they need.

THIS IS THE MUTUAL BROADCASTING SYSTEM

Offices: Chicago—WGN • New York—WOR • Detroit—CKLW • Boston—Colonial Network
Cleveland—WJAY—WHK • California—Don Lee Network • Coulsdon—Surrey, England

COAST TO COAST



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 94

NEW YORK, N. Y., TUESDAY, JUNE 22, 1937

FIVE CENTS

Copyright Main Grief

ANTI-RADIO NEWSPAPER TURNS TO AIR IN PINCH

Philadelphia — The Philadelphia Evening Bulletin, long cold to radio and long known as one of the most anti-radio papers in the country, swerved from its policy last week when circulation and distribution was tied up during strike trouble, and grabbed all the air time available on every local station.

A check on the time sold the paper, which has been so antagonistic to radio that it refuses to print all the program listings, reveals that six spot announcements were used on

(Continued on Page 6)

50 Kansas Ice Dealers Join in Radio Campaign

Kansas City—George Bowles, account executive with the Ferry-Hanley Advertising Agency, has closed a contract with 50 Kansas ice dealers for a 13-week radio campaign in co-operation with Coolerator Co., manufacturers of Coolerator ice refrigerators. Campaign, the second in succeeding years, calls for five quarter-hour news broadcasts weekly from WIBW, Topeka, and KFH, Wichita, and six quarter hour musical transcription shows weekly from KFBI, Abilene.

Script Foundation Plans Awards for Best Works

Semi-annual prize awards for best radio scripts will be made starting next fall by the Radio Script Foundation of 535 Fifth Ave. as a means of discovering and rewarding good craftsmanship in this field. The plan is for stations to submit radio scripts

(Continued on Page 18)

Sales Meet via Radio

Richfield Oil Corp. will hold a sales meeting for its Pacific Coast salesmen over a 10-station NBC Pacific Red network next Monday. The program, which will originate in NBC's Hollywood studios, will be aired at 7-7:30 a.m., and will include entertainment.

Hixson-O'Donnell Advertising, Inc., Los Angeles, is in charge.

Musicians' Strike Possibility

In dealing with recordings and the ET situation as entrusted to the executive board of the American Federation of Musicians at last week's convention in Louisville, President Joseph N. Weber warned members they might have to make sacrifices in view of possible strike calls, requiring withdrawal of members from a radio station.

AFM has created a \$250,000 trust fund for Weber and his wife, during their lifetime, in view of the meager salary he received during first 20 years of his 37-year service. Next year's convention will be held in Tampa.

ZUCKER MADE CRA G. M.; THOMAS, RADIO DIRECTOR

Stanford Zucker of Cleveland has been named general manager of Consolidated Radio Artists Inc., succeeding Gus Edwards, resigned, it was announced yesterday by Charles E. Green, president.

Earl Thomas, radio sales executive and production man, was appointed radio director of CRA at the same time, and Milton Roemer was made a vice-president in charge of the hotel and night club sales division.

Zucker, who has been handling

(Continued on Page 6)

14 Stage Stars Signed For CBS' Shakespeare

CBS has already signed 14 of the 25 stage and screen stars being lined up for the network's Shakespearean cycle. Heading the list is Leslie Howard, to play Benedick in "Much Ado About Nothing", and others include: Burgess Meredith for the title role in "Hamlet," Edward G. Robinson to play Petruchio in "Taming of the Shrew," Walter Huston for the title role in "Henry

(Continued on Page 17)

ADVERTISING LEADERS PRAISED BY ROOSEVELT

The Advertising Federation of America's 33rd annual convention got under way yesterday morning with a series of breakfast get-togethers, followed by the official opening luncheon. A message was read from President Roosevelt, in which he praised the advertising leaders of the nation. A banquet last night featured speeches by Grover Whalen, Lowell Thomas, and Strickland Gillilan. Some 1500 delegates are now registered at convention headquarters at the Pennsylvania Hotel.

An informal discussion concerning

(Continued on Page 8)

No Summer Lull at WFIL As Biz Ups 27 Per Cent

Philadelphia—Instead of the usual summer lull, Donald Withycomb, WFIL manager, reports that the first two weeks in June recorded a new high for station business. Sales manager Jack Stewart turned in 29 new accounts and three renewals for a net increase of 27 per cent over any previous semi-monthly report in the station's history. Local business was

(Continued on Page 8)

John Elmer Heads the Slate To Nominate NAB Officers

McMassey Quits WCFL; Mel Wolens Gets Post

Chicago—C. P. McMassey, commercial manager of WCFL, Chicago Federation of Labor station, has resigned and will be replaced by Mel Wolens of the NBC local sales force on July 1. Wolens was formerly at WCFL.

McMassey follows the retirement

(Continued on Page 6)

By HOWARD J. LONDON

Chicago—Election slate presented by the NAB nominations committee yesterday consisted of John Elmer, WCBM, Baltimore, for president; John J. Gillin, WOW, first vice-president; William J. Scripps, WWJ, second vice-president, and Harold V. Hough, WBAP, treasurer. The election takes place today.

No independent ticket has yet

(Continued on Page 5)

Baldwin's NAB Report Features Music Situation

YEAR IS REVIEWED

Favors Five-Year License —Against Government Owned Station

By M. H. SHAPIRO

Chicago—Copyright and legislative matters again came to the front as the most important items concerning the NAB membership, as it went into annual conclave yesterday in the Hotel Sherman. The issues cropped up following the "Call to Order" in the course of reports by retiring President C. W. Myers, Treasurer Harold V. Hough and Managing Director James W. Baldwin and an unscheduled talk on copyright by Ed Craney of KGIR.

After the address of welcome yesterday morning by Mayor Edward J.

(Continued on Page 4)

CRANEY ATTACKS ASCAP, URGES EACH STATE ACT

Chicago—Ed Craney of KGIR, Butte, responsible for the anti-Ascap legislation in Montana and nearby states, mounted the roster at the opening NAB convention session yesterday morning for a spiel on copyright, his talk coming at the opening session after officials had made their reports.

Craney, considered the most active copyright-minded broadcaster extant, pointed out that with the ex-

(Continued on Page 7)

Exports Gain

Washington Bur., RADIO DAILY

Washington — Impressive gains in radio exports this year over 1936 are cited in a report by the U. S. Chamber of Commerce. Radio receiving sets exported in the last quarter totaled 164,914, with a value of \$4,211,765, while tubes totaled 2,526,284, valued at \$1,067,022, and parts amounted to \$1,467,829.



Vol. 1, No. 94 Tues., June 22, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk and Verne Bailey, 6425 Hollywood Blvd. Phone Granite 6607.

Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

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FINANCIAL

(Monday, June 21)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	164 3/4	163 3/8	163 3/8	— 1 1/8
Crosley Radio	53	52 1/8	52 1/8	— 3/8
Gen. Electric	23 3/4	23	23	— 1/2
North American	8 1/8	8	8
RCA Common	63 1/2	63 1/2	63 1/2
RCA First Pfd.	17 1/2	17 1/2	17 1/2	— 1/8
RCA \$5 Pfd. B.	31 7/8	31 7/8	31 7/8	— 1 1/8
Stewart Warner	27	26 1/2	26 1/2
Zenith Radio	12	12	12

OVER THE COUNTER

	Bid	Asked
CBS A	27	28 1/2
CBS B	26 1/2	28
Stromberg Carlson	12	14

4 Weeks' Paid Vacation For Winchell Next Year

Walter Winchell's new contract with Jergens Lotion, running through 1938, allows him four weeks' vacation with full pay next year.

NBC Adds Short-Wave News

Two new series of Press Radio News broadcasts over W3XAL, one directed especially to Brazil and aired by Pinto Tameirao in Portuguese, and the other for Argentina, broadcast in Spanish by Martin Viale, are announced by NBC. Programs will be broadcast at 7:15-7:30 and 7-7:15 p.m., respectively, daily except Sunday.

2 More Stations Get Fight

KOB and KJM yesterday were added to the list of NBC network stations that will carry the Braddock-Louis fight tonight, under Buick sponsorship. This brings the hook-up total to 127.

RECORDINGS

Productions -- Transcriptions

Sound Reproductions Corp.

17 West 46th St.
New York CityTelephone
BR 9-8265

NETWORK SONG FAVORITES

Following is an accurate list of performances for the week ending June 19 covering songs played from 5 p.m. to 1 a.m. on CBS and two NBC networks. Only compositions played 10 times or more are included. This listing is a regular Tuesday feature in RADIO DAILY.

Selection	Publisher	Times Played
It Looks Like Rain (Joe Morris Music Co.)		32
September In the Rain (Remick Music Corp.)		25
Merry-go-Round Broke Down (Harms Inc.)		24
Sailboat In the Moonlight (Crawford Music Corp.)		24
Sweet Leilani (Select Music Co.)		23
Where or When (Chappell and Co.)		22
They Can't Take That Away From Me (Chappell and Co.)		21
Never In a Million Years (Robbins Music Corp.)		20
Carelessly (Irving Berlin Inc.)		19
There's a Lull In My Life (Robbins Music Corp.)		18
Blue Hawaii (Famous Music Corp.)		16
All God's Chillun got Rhythm (Robbins Music Corp.)		16
Was It Rain (Santly Bros.—Joy Inc.)		15
They All Laughed (Chappell and Co.)		15
Good Mornin' (Famous Music Corp.)		15

Radio Course Offered By Ind. State College

Terre Haute, Ind.—New courses in radio and journalism are being offered by the Indiana State Teachers College under Dr. Clarence Morgan, college radio director. The college has been a pioneer in radio education. It estimates an audience of some 60,000 for its programs over WBOW.

New course will deal with program drafting and production, and is not technical or mechanical.

Seven NBC Broadcasts On Nat'l Education Meet

Seven broadcasts will be aired over NBC networks in connection with the 75th annual convention of the National Education Ass'n in the Masonic Temple, Detroit, June 27-July 1. WWJ, the NBC affiliate in Detroit, will feed the programs to the networks.

This makes the tenth year that NBC has aired the educational meet.

WLBC Staff Changes

Muncie, Ind.—Bill Davies, production head of WLBC, has resigned to accept a position at WOWO Fort Wayne. Resignation has brought about changes in personnel, with Ottis Roush upped to production head and chief announcer. Robert Umbach has resigned and Henry Marks of Indianapolis and Bob Ebert of WPAR, Parkersburg, Va., have been added to the announcing staff.

Claude Main Joins KGNO

Dodge City, Kas.—Claude Main, former Broadway stage actor, has joined the KGNO announcing staff. He will also assist in dramatic productions, according to John C. Drake, station director.

STAR RADIO PROGRAMS, INC.

Extends best wishes to N A B members for

A FOUR STAR CONVENTION

and offers

A ★ ★ ★ ★ SCRIPT SERVICE

250 PARK AVE., NEW YORK CITY

COMING and GOING

RUDY VALLEE and company return today from a one-night stand in Maine.

BERT LAHR leaves next week for Hollywood to appear in pictures.

HARRY LINK of Berlin Music returned Sunday from a cruise on the Lombardo yacht.

PHIL REGAN left Saturday for Hollywood.

FRANK PARKER leaves next week for Hollywood.

ANTHONY TRINI and his band leave for Hollywood on conclusion of his Roseland engagement here.

CORK O'KEEFE is scheduled to leave for California in July.

MOE GALE returns from Chicago today.

WILLIAM MILLER of Artists Syndicate of America returns from Chicago at the end of the week.

MICKEY BOND flew to Boston the other day for Benny Meroff.

In LOS ANGELES

(for Southern California coverage)

IT'S

Warner Bros.

K F W B

On A Little Ship Sailing The Sea

An Ocean Romance in 3/4 time.



INVITING the ATTENTION of

advertisers who are interested in "GETTING" when and where the "GETTING" is good!

WBIG, in Greensboro, the most popular station in a most prosperous region, has a loyal audience and also a loyal advertising clientele. Both of these blessings are due to one cause—the high standards set and jealously maintained by WBIG. The popular preferences thus created have kept some of the station's advertisers on its air continuously for more than five years. Success is a hard habit to break!

THEY LISTEN WHEN WE SAY . . .

This is

W B I G

in Greensboro, N.C.

Craig and Hollingbery, Inc. Representatives

WMCA DOES IT AGAIN!

THIS TIME TOPS ALL
NEW YORK STATIONS ON
SUNDAY NIGHT PROGRAM*

ROSS FEDERAL SURVEY SHOWS

41.42% of New York Audience tuned
to "GOOD WILL HOUR" as against
following percentages on other stations...

WMCA	41.42%
STATION No. 2	20.42%
STATION No. 3	19.14%
STATION No. 4	9.28%
STATION No. 5	7.88%
All Other Stations	1.86%

This report based on 3,041 completed telephone calls made
throughout Greater New York, Sunday, June 6, 1937, between
hours of 10-11 P. M.



*Previous Ross Federal Survey on "Grandstand and Bandstand" program sponsored by General Mills, 3 solid Hours, every afternoon,
7 days a week! Showed 31.69% of New York Afternoon Audience tuned to WMCA as against 18.03% for next most popular station!

COPYRIGHT TAKES SPOT AT NAB CONVENTION

(Continued from Page 1)

Kelly of Chicago, the address of the president and another by Judge Eugene Octave Sykes, chairman of the broadcast division of the FCC. Harold Hough, Treasurer, started the actual business of the convention. Judge Sykes assured the broadcasters that no drastic changes were contemplated by the FCC and paid tribute to radio's accomplishments. President Myers reviewed his year in office, and Hough then reported on the financial situation and expenditures.

Managing Director Baldwin reviewed the NAB activities of the year and the action taken on proposals made at the convention last year. Baldwin outlined the problems and the methods taken to overcome them in both a geographical and chronological order. These include the American Telephone & Telegraph reduced tariff on long lines, although he later said it was questionable whether the reductions

NAB Treasurer's Report

Chicago—Report of Harold V. Hough, NAB treasurer, was delivered concisely and with little loss of time. Hough punctuated the remarks with his usual dry humor and the sum and substance is listed below: The NAB is in good financial condition. A few years ago there was about \$35 in the treasury. During the past year the NAB amassed \$105,000.

Some of the major expenditures were: \$3,100 for board of director meetings; \$2,000 for sending James C. McNary to Rumania as NAB observer to international radio meet, \$1,700 for electrical transcription equipment, \$7,000 for accounting fees, \$500 for legislative fees, \$900 for NAB reports, \$6,800 for printing bills, \$6,800 for publicity, \$3,800 for rent, \$37,500 for salaries, \$30,000 for NAB bureau of copyright including \$5,000 for talent, \$14,000 for salaries, and some legal expenses make up the rest. Total of \$82,000 was received as income from membership dues. Balance in treasury now is \$8,000.

meant anything as it eventually worked out; the Duffy copyright bill status; the proposal by Congressman Celler to construct a government owned outlet; the move to divorce newspaper-owned stations from newspaper control. The "monopoly" cry, the establishment of a five-year station license term; the general investigation of the broadcasting industry as proposed by Congressman White of Maine; the talk at Duke University by FCC Commissioner Stewart, also vice-chairman, in which he criticized radio, and the alleged irregularities reported by the FCC.

In regard to these things from a national point of view, Baldwin first mentioned the five-year license attitude of the FCC, which went on record as being opposed to such a move. Regarding government ownership of a station, Baldwin urged the broad-

casters to aid in preventing such a move, since it would be just as easy for the government to construct a station on the most desired channel as it would be for a lesser or short wave frequency, and it would be an opening wedge. Existing system of broadcasting in this country makes it easy for the government to obtain a maximum amount of time and reach the greatest number of people whenever it is desired, Baldwin pointed out, and a government station was apt to get in a spot where a friendly foreign government would be offended. Also that it was a useless expenditure of government funds to erect such a station.

Going back to the government suit against Ascapi, Baldwin urged that members not lose sight of the fact that it would eventually be tried, and advised all members to go on record as being vigorously opposed to any delay. He also asked that a resolution be passed placing NAB on record formally as being anxious that the case be prosecuted as soon as possible. He asked that the NAB go on record as being in favor of the five-year license period in order that the industry would have greater stability.

A comprehensive report on Sesac, the Society of European Stage Authors & Composers, is available to all who are interested and write for it to the NAB. This report also identifies the selections in the catalogue. Reference was made to the amicable status with Associated

BALDWIN MAKES REPORT ON YEAR'S ACTIVITIES

Music Publishers and that a file of these copyrights is also available.

Baldwin then reviewed the NAB legislative matters by states and showed how prompt action by native broadcasters prevented adverse legislation. The legislative matters as they affect copyright and Ascapi in the individual states were clearly outlined.

On the question of a tax on the industry, Baldwin was not exactly for dodging a suitable tax if such a thing was usual with other industries. Under the head of international problems, Baldwin told of looking after foreign activities and that in so far as the Duffy copyright bill was concerned he was in favor of it and the United States becoming a party to the Berne convention.

Suits filed in various states on copyright matters included a review of the actions filed by the National Ass'n of Performing Artists, which seeks to do away with playing of certain phonograph disks on the air, and the litigation pending by suits filed by the American Recording Artists Ass'n which seeks a license fee for playing of its members' phonograph records.

Baldwin was particularly optimistic regarding the creation and fast work of the NAB Bureau of Copyright. He pointed out that there are 20 hours of license-free music recorded on various disks. This library, developed during the past year, is being further enlarged, and by the time another emergency arises, such as the Ascapi and Warner situations last year, the broadcasters will be enabled to play music without being in the spot of infringing and obtain a measure of freedom from monopolistic organizations.

In conclusion, Baldwin urged that the only way to overcome the alleged powerful lobby of Ascapi was to send at least one favorable congressman to Washington from each state. This could be done, the managing director believes.

He also urged at the close that broadcasters go out and mingle with the people in their respective communities and acquaint them with the problems of the broadcaster.

Donald Peterson

PRODUCING

JUNIOR G-MEN of AMERICA

WOR—6:30 P.M.

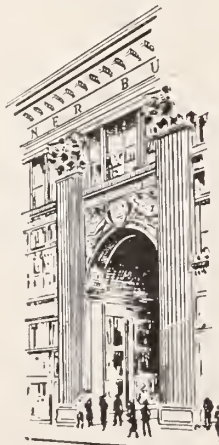
M.W.F.

NEW STUDIOS OF WFIL NEAR COMPLETION

In the Heart of Philadelphia

Broadcast operations will soon begin in the new studios of WFIL on the 18th (top) floor of the Widener Building at Broad and Chestnut Streets, the crossroads of midtown Philadelphia.

WFIL is the only station in the Country bringing to its vast listening audience the prime programs of Three Major Networks and is key station for the Quaker State Network covering the entire State of Pennsylvania.



Entrance to the Widener Building
HOME OF WFIL

N.B.C.
BLUE
NETWORK
PROGRAMS



MUTUAL
BROADCAST-
ING SYSTEM
PROGRAMS

THE WLW LINE PROGRAMS

AIR FEATURES, Inc.

RADIO PRODUCTIONS

247 Park Ave.

New York City

Frank Moulan on WBZ-WBZA

Frank Moulan, whose first picture will have its world debut in Boston today, will appear as the guest on the "Little Show" over WBZ-WBZA tomorrow at 12:45-1 p.m. Moulan is a well-known stage and radio figure.

In LOS ANGELES

(for Southern California coverage)

IT'S

Warner Bros.

K F W B

ELMER HEADS THE SLATE IN NOMINATIONS BY NAB

(Continued from Page 1)
been launched, as was rumored yesterday. However, nominations can still be presented from the floor at today's session to fill in the terms of the directors whose terms expire shortly. The committee recommended for the three-year directorship Chuck Myers, KOIN, the present NAB president; Herbert Hollister of KANS, Harry Butcher, CBS-WJSV, Frank Russell NBC-WRC-WMAL, and Theodore Streibert, WOR-MBS. Russell and Butcher are now NAB directors representing NBC and CBS, respectively. Streibert is being put up for election in place of Alfred J. McCosker, WOR president, and chairman of the board of Mutual. Eugene Dyer, WGES, is up for the one-year directorship and will no doubt be elected to the post along with the rest.

Western Electric Family Well Represented in Chi

Chicago—Members of the Western Electric family from New York gathered here for the NAB convention at Sherman Hotel include H. N. Willets, G. W. Davis, E. W. Thurston, L. F. Bockoven and H. F. Scarr of the commercial department; Will Whitmore, editor of company's magazine, "Pick-ups," and E. J. Quinby of the information department. From Bell Laboratories in New York, delegates include Dr. H. E. Mendenhall, R. E. Poole, W. H. Doherty, W. L. Back and O. M. Hovgard.

Graybar field representatives familiar to broadcasters throughout country also arrived to attend a meeting presided over by sales manager Eaves of New York home office.

Western Electric's exhibit on eighth floor includes new giant 250-kilowatt vacuum tube and a demonstration of the new efficiency boosting program amplifier working with oscillograph to show its performance.

The display drew crowds yesterday, great interest being displayed in the new robot which increases a station's coverage without boosting the power rating. Dr. Mendenhall and the engineers described how the giant tube was designed and built, and how it works.

Orders for the equipment already have been placed by 95 stations, according to Quinby.

Jocko Maxwell's New Series

Jocko Maxwell, sports commentator of WWRL, opens a new series at 6:45 p.m. today, titled "Mid-Week Sports Review," to be heard every Tuesday.

On his WLTH sports program Saturday, Maxwell will salute Hank Greenberg of the Detroit Tigers.

WFBR Adds Half-Hour

Baltimore—An extra half-hour in the morning has been added to the WFBR schedule, putting the station on the air at 6:30 a.m.

Air Fight in Spanish

Chicago—Eduardo Pellicari of Radio Splendid, Buenos Aires, and Alonzo Sordo Noriega planned in yesterday to report the Braddock-Louis fight for South American and Mexican listeners via NBC in Spanish.

Five New Commercials Launched on KSO-KRNT

Des Moines—Five new commercials are under way at KSO and KRNT. The Happy Chappies have been signed for a "Stump Me" program on KSO three evenings weekly, sponsored by Cleo Cola through C. C. Taft Co.

Jimmy Corbin's Singing Salesman program, on KSO six mornings weekly, has been sold to Tankar Gas.

Grask Tire Co. is sponsoring a new program, "The Clubroom," over KSO three evenings weekly. Show stress-free news and activities of general clubs and organizations, differing from Gwen McCleary's daily "Club Calendar" which features women's clubs on the same station.

"Off the Tee" is a new KRNT show conducted three nights a week by Gail Hayes of Des Moines Register sports staff.

Dale Morgan's "Inquiring Mike" program has been sold nightly to Reed Ice Cream Co. broadcasting from sponsor location over KSO. A contest angle on the show awards 25 quarts of ice cream weekly to five listeners submitting best lists of questions used.

Western Growers Protective Ass'n renewed its daily participating program, "The Magic Kitchen," over Iowa Network stations WMT and KRNT for 39 weeks in behalf of Iceberg Lettuce.

Joins WCKY Continuity Dept.

Cincinnati—Virginia Goldenburg, daughter of the late William Smith Goldenburg, for many years dramatic editor of the Cincinnati Enquirer, joined the continuity staff of WCKY yesterday. Miss Goldenburg's mother, Grace Delaney Goldenburg, is a well known teacher of the dramatic art. Her sister Flo is the wife of Don Becker, radio writer and producer, now in Hollywood with Transamerica.

Miss Goldenburg will continue her radio dramatic work as a member of the cast of "The Life of Mary Sothorn," heard over WLW.

Lewis Charles Joins WOV-WBIL

Lewis Charles, for three years senior announcer at WINS, has resigned to go over to WOV-WBIL.

In the heart of Radioland—Hollywood's
most modern transcription studios

THE AEROGRAM CORP.

"from script to disk"

1611 Cosmo St.

Hollywood

Rambeau

RADIO NEWS

"Smart Money"

Maybe the best test of a commercial radio program is what the sponsor's deaf Scotch treasurer thinks of it after he has paid the bills on it for six months. He may not care whether you buy a juggler or a humming bird chorus but he will be curious about how much it cost and whether the cash register knows it's on the air.

That's why the "smart money" goes for "audience tested" programs that have already built an audience and are ready to build sales.

Here are some "smart money" buys for smart buyers.

FEMININE FANCIES

One of the oldest variety shows on the air—seven years without a break—five years on the same spot—3:00 to 3:30 p.m. Monday through Friday. It's a "smart money" buy for small appropriations with a big job to do.

Ten minutes any day costs only \$175.00 on the entire

DON LEE SYSTEM
California Golden Group

SUNRISE BREAKFAST CLUB

Harry Golder, music, news, time signals, sports, weather, goodwill announcements, music, Harry Golder, and more music! All in the interest of more enjoyable breakfasts in Detroit. Harry Golder has been making this the outstanding breakfast program in the Detroit area for more than three years. We think it's absolute tops—but don't take our word for it—have your checker-upper check up on it. Monday through Saturday—6:30 to 7:30 a. m.

WXYZ—Detroit

ANDY AND VIRGINIA

Mr. and Mrs. Andrew H. Mansfield to you, suh. A couple of swell trouper and they've been around too. Doing a song and piano act that has a lot of what it takes—their record of mail getting and sales proves that and the price will please you. Now on at 8:00 to 8:30 a. m.

KHJ—Los Angeles

MORNING MERRYMAKERS

A half-hour variety program with Claude Sweeten's 17 piece orchestra and those most popular of emcees (two of them—count 'em) Bill Davidson and Bob Bence, with their troupe of vocalists and novelty acts. 10:30 to 11:00 a. m. Monday through Friday and you can buy the full half-hour show—one day a week—time and talent (don't ask us how they do it—the boys must just love their work) at just \$115.00, fully commissionable.

KFRC—San Francisco

WOMEN IN THE NEWS

News reports—current events—Hollywood gossip—fashion news and general topics of interest to women—the reportorial ability and personality of Nancy Osgood make this something more than just another news program. To the newspapers Miss Osgood is "ace woman announcer" with a "voice that wears well" and she has unusual sales ability. 1:30 to 1:45 p. m. Monday through Friday on

MICHIGAN RADIO NETWORK
Most of the Best of Michigan

WIP HOMEMAKERS' CLUB

A participation program for the "household purchasing agent" that sparkles with the personality of Carolyn Ann Cross.

Nice music too and it's on the air Monday through Saturday at 10:00 to 10:45 a.m.—plus the big Tuesday afternoon show when it gets a full hour in the Gimbel auditorium with a ten piece orchestra, outstanding guest artists and of course, Miss Cross as hostess and emcee.

It's making sales records in the Quaker City and it's been on the air since 1922. Six times a week—\$100.00—three times a week—\$65.00.

WIP—Philadelphia

MATINEE VARIETIES

Here's an easy-to-listen-to program of popular music. Timely too—2:15 to 2:45 p. m. every afternoon—because that's when the housewife can relax and enjoy it. The price? You won't believe it but ask us anyway.

WIRE—Indianapolis

EV HUNG

Master of the black and white keys—a program of modernistic modulations. Has been a feature of station WOOD for more than seven years. Popular leader of one of the city's best orchestras and has a large following in this area. Monday and Saturday, 1:30 p. m. at a very reasonable price on

WOOD—Grand Rapids

It is our good fortune to represent stations whose managers apply themselves to developing "audience tested" programs. It's your good fortune that these are made available to take the guesswork and the gamble out of buying radio advertising. We'll be glad to tell you about the many other "audience tested" programs now ready on our stations, for example, SYCAMORE STREET on KGB, San Diego, SIDEWALK INTERVIEWER on KDB, Santa Barbara, and many others.

WILLIAM G. RAMBEAU COMPANY

CHICAGO

NEW YORK

DETROIT

SAN FRANCISCO

ANTI-RADIO NEWSPAPER TURNS TO AIR IN PINCH

(Continued from Page 1)

every radio station here the first day of the drivers' strike, which was settled over the week-end. On the following day, a studio was constructed in the office of the Bulletin's executive editor and with Harry Proctor, sheet's ace reporter as news commentator, aired the latest news over WIP for those readers who were unable to buy the paper, using five five-minute shots daily to correspond with the daily's usual five editions. For the remainder of the week, similar time was bought on WCAU, WDAS, WPEN and WRAX.

Major Bowes Relaxing

Major Edward Bowes will vacation from his Sunday "Capitol Family" program for the next two months. He will continue to appear for his Thursday night amateur show for Chrysler over CBS, however, as well as supervising the Sunday program.

MAX GRAF SAN FRANCISCO

At Convention Room 1064-65
SHERMAN HOTEL

NAB Convention Committees Appointed

Chicago—C. W. Myers, NAB president, yesterday appointed the following to service on committees: John Henry, KFAB-KOIL, chairman of resolutions committee, with Gardner Cowles, KSO-KRNT, O. G. Taylor, KGNC, William S. Hedges, WLW and Stanley Hubbard, KSTP, completing the staff; elections committee, Hugh A. Halff, chairman, WOAI, Dale Robertson, WIBX, Father Wagner, WHBY, William B. Way, KVOO and Don Searle, WIBW; credentials committee, Warren Williamson Jr., chairman, WKBN, D. A. Burton, WLBC, Frank Smith, KXYZ, Edward Spence, WBAL, and Ike Lounsbury, WGR.

McMassey Quits WCFL; Mel Wolens Gets Post

(Continued from Page 1)

of R. Calver Haws, program director. Both resignations are the result of the recent death of Ed C. Nockels, general manager and founder of WCFL and secretary of the Federation. Maynard Marquardt, who succeeded him as manager, is supervising program operations.

Allen Franklin Joins WFIL

Philadelphia—Addition of Allen Franklin, formerly program director at KVOO, Tulsa, to the WFIL sales staff is announced by Donald Withycomb, g. m.

New Shows on WLBC

Muncie, Ind.—New program schedules inaugurated at WLBC give the station news on the hour every hour. New shows include Success Stories, the Heart of Judy Blake and the T-N-T Review.

WCOL Gets Out 'Warrant' For Amos-Andy Program

Columbus, O.—WCOL today presented a novel and convincing appeal to the Pepsodent Co. and Lord & Thomas, their agency in Chicago, to bring Amos 'n' Andy to Columbus listeners over the local station. Jack Kelly, studio manager, attending the NAB convention, made his appeal by serving a bona fide warrant on Pepsodent.

The warrant, issued by Wayne Fogle, city police prosecutor, and sworn to at city clerk's office, was perfectly legal in every respect and read, in part that the affidavit was issued for "failure, on their part, to provide their excellent entertainment for WCOL listeners." Backing up the affidavit were signed letters from the municipal court, prosecuting attorney, Ohio State University, American Red Cross, Columbus Press Club, Veterans of Foreign Wars, City Mayor, Chief of Police and Fire Department—in fact every administrative and civic group in the city.

At present Amos 'n' Andy are heard over WLW, Cincinnati, but Columbus listeners want their favorite program over a local station.

New WELI Sales Manager

New Haven—J. H. McMahon Jr., from Bronxville, is the new sales manager at WELI. He formerly worked in Indiana, Illinois and Missouri.

KSL Extends Schedule

Salt Lake City—KSL is now on the air a half-hour earlier, at 6 a.m., giving it 19 hours of continuous daily broadcasting.

RESULTS! COUNT MOST

The international scope and sound growth of this organization are the rewards of experience and service applied to station representation.



ZUCKER MADE CRA G.M.; THOMAS, RADIO DIRECTOR

(Continued from Page 1)

radio and dance orchestra bookings in CRA's Cleveland territory, will direct the sales operation of the New York, Cleveland, Chicago, Dallas and Hollywood offices. His brother, Ben, has been appointed Cleveland manager.

Thomas recently was director of radio for A. & S. Lyons Inc. Before that he was connected with the theater, having been associated with Ned Wayburn.

NBC Gets Philly Concerts

Philadelphia—Exclusive airings of the Robin Hood Dell summer concerts of the Philadelphia Orchestra, for the past five years carried by WCAU for the CBS, now goes to NBC. The first in the series will be picked up Saturday by WFIL for the NBC blue. Beginning July 3, and every Saturday thereafter throughout the summer season, KYW will make the pick-up and do the feeding for NBC red.

4 NBC Thesaurus Renewals

The NBC Thesaurus recording service yesterday announced four renewals to the service. Effective June 15, CKSO and WBCM began their second year as members of the service. On July 15, WBRY will begin its third successive term, as will WSB, effective Aug. 1.

Oury In New R. I. Firm

Providence—W. Paul Oury, who until a few months ago was station director of Cherry & Webb's WPRO here, is one of the incorporators of Pawtucket Broadcasting Co. Frank Crook, Rhode Island automobile distributor, and Howard W. Thornley are the other incorporators listed on the certificate.

WMT Discovers Sport Prodigy

Cedar Rapids, Ia.—A young sports prodigy has been uncovered here by W. B. Quarton, sales manager for WMT, member of the Iowa web. Bernie Kozberg, 13, has been following major sports for about seven years and to date WMT sports announcers have been unable to stump the lad on questions pertaining to sports. His specialty is baseball and boxing with football and basketball following a close second. Quarton signed the kid to appear on the "Man At the Transom" program prior to the fight in Chicago.

Tenth Year for Harold Betts

Toledo, O.—Harold Betts, "The Romantic Bachelor", is celebrating his tenth year in radio. He is staff vocalist at WSPD.

Greetings to N. A. B. from C. R. A.

America's Fastest Growing Radio and
Dance Orchestra Booking Organization
Salutes the NATIONAL ASSOCIATION
OF BROADCASTERS.

CONSOLIDATED RADIO ARTISTS, INC.

CHARLES E. GREEN, President

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IN HOLLYWOOD
6253 Hollywood
Blvd.
Hillside 7124

In LOS ANGELES

(for Southern California coverage)

IT'S

Warner Bros.

K F W B

CRANEY ATTACKS ASCAP, URGES EACH STATE ACT

(Continued from Page 1)

ception of 1934, when the government suit was filed against Ascap, the past year saw more copyright legislation than the past few years put together, or all of the other years combined with the one exception. He said he was merely seeking a fair method of paying the music fee, one based on music actually used and the money to be paid fairly to the author and composer.

National legislation, he said is a precarious undertaking, but each state could do something for itself. Due to the "strong Ascap lobby in Washington," he felt that his was the best method now. He wanted public domain and other cleared music and felt that Ascap was the logical organization to do it, but of course it was out of the question.

Ascap came in for a general attack, as well as Gene Buck and E. C. Mills. He pointed out that some stations, by being forced to pay for music they do not use, are actually paying Ascap 25 to 30 cents a number, especially in the case of small waters. He urged that more than money was needed, but advised a committee member in each state to get busy and to seek no pay but merely expense.

An assessment on the membership would provide the means to carry on and be prepared for 1940 when present Ascap contracts run out. Special aid by such men as Phil G. Loucks and Judge Joseph Hostelter should be taken on, he believed.

Ft. Worth Fiesta on NBC

Ft. Worth—Entire first performance of the 1937 Casa Manana Revue of the Fort Worth Frontier Fiesta, featuring Paul Whiteman and his orchestra and other entertainers, will be broadcast over NBC-Red network at 8:30-9:30 p.m. (CST) on Saturday according to George Cranston, WBAP director. Ken Douglass, WBAP announcer, is to be narrator. R. C. Stinson, WBAP technical director, and J. E. Bridges, in charge of remote control programs, will supervise airing. Arrangements for nation wide airing were made by Harold Hough, general manager of WBAP.

24 Daily Newscasts

Sheboygan, Wis.— Addition of another news period by WHBL on a three-a-week basis gives the station a total of 24 on those days. The new spot, a commercial, is handled by William L. Doudna, program director. The regular 8 a.m. period has gone commercial, too, with emphasis on women's news. Mona Pape is at the mike for that one.

Over 50 Weekly Remotes Are Carried by WBAP

Ft. Worth—With the addition of numerous remote broadcasts from the Frontier Fiesta to the 50 weekly remote programs being aired by Station WBAP, Fort Worth, this station now holds local record for number of such broadcasts. WBAP airs 10 weekly news broadcasts from editorial rooms of the Star-Telegram, 10 from the Livestock and Grain Exchange, 14 from two remote local dance spots, five from dining room of hotel, five from studio of flour mill near city, five from Mineral Wells and one weekly from Abilene, 165 miles from here. J. E. Bridges and R. C. Stinson handle these remotes. Nearest local competitor carries 12.

NAB MUSIC LIBRARY MAKES INSTANT HIT

Chicago—The first 18 radio station executives to hear the new recordings of the NAB Bureau of Copyright signed on the dotted line as subscribers. Stations were: KOIN, KALE, WCKY, WLVA, WSM, WCBM, KMBC, WOW, WHO, KJBS, WSFA, WGAR, WBAP, WJSV, KGIR, WRC, KFEL, KXL and WGH.

Service is being offered to NAB members at \$10 per hour. For non-NAB members the fee is \$15. Present library of 20 hours of recordings consisting of 100 selections is being demonstrated here at the convention. All music in the recordings is tax free.

Station, Little Theater Tieup

Dodge City, Kas.—KGNO is using the Radio Writers Laboratory, Script of the Week, series, in cooperation with the Dodge City Little Theater group. Station supplies material and the rehearsal studio, with the Little Theater supplying the talent. Thirty-minute dramas are presented each Monday evening at 7:30.

Weed In Larger Quarters

Weed & Company, station reps, is now occupying enlarged New York quarters at 350 Madison Ave. Space adjoining the old offices was recently acquired to accommodate the enlarged sales staff.

They're going WILD in Chicago

about Conquest's new, classified transcription service to stations

STREAMLINED SERIALS

Transcription buying is at last on a business basis!

That's why NAB delegates are so enthusiastic about these new quality shows at definite, reduced prices . . . why they're crowding into Conquest headquarters, Rooms 409-410, Hotel Sherman.

These shows are classified and definitely priced at one-sixth daytime quarter hour rate with following minimums:

Class A	\$4.00
Class B	\$3.50
Class C	\$3.00

Another Convention sensation is the revelation in realism produced by Conquest's new Combination Audition Unit and Radio Receiver . . . and the improved Audition Unit.

Phone or write for full information

CONQUEST ALLIANCE CO., Inc.

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New York City

228 No. LaSalle St.
Chicago

May all your presentations RADIO EVENTS Be Radio Events

In this, our first column in Radio Daily, we pause a moment to introduce three organizations, each distinct in itself, each independent, and yet each cooperating with the other to completely serve radio.

I have chosen to introduce first the organization which I head, Radio Events, Inc. The broadcasting industry, as far as stations are concerned, know little of the work that we are doing for the simple reason that we function through advertising agencies, for the most part, unanimously. Where we do appear, it is at the specific request of the agencies, and not particularly to our liking. That we are known at all to broadcasting stations is due to the fact that the Script Library was the original Radio Events, and we were referred to as Radio Events, the Script Library.

Today, the Script Library is a distinct organization headed by Genevieve Pace, and, while it functions with the cooperation of Radio Events, Inc., it is an entity apart.

The Script Library is the station's answer to each and every request for any type of script program beyond its own staff's capacity—from one-minute dramatized commercials, to full hour gala broadcasts.

The Script Library makes available every type of program material—from a one-man show to a revue utilizing a symphonic orchestra and a choral group. Despite the completeness of the Script Library's service, minimum royalties are the house rule. There are no charges except a royalty per broadcast. In other words, unless the Script Library material is used,—unless it sells, it costs the station nothing.

The newest member of our three affiliates is Service Programs, Inc., headed by Gladys Miller, an outstanding merchandising authority in the home furnishing field. It is Miss Miller's belief (and she has proved it) that informative programs, well conceived, can do a better job of selling the American woman than any other type of broadcast entertainment. Moreover, Service Programs, Inc., follows through from "idea to sale," from "blueprint to cash register."

Here, then, are three organizations, each distinct within itself, yet each co-operating with the other, so that they may serve the field of broadcasting completely—adequately.

Already they have brought hundreds of thousands of dollars to broadcasting stations in the sale of time. Their individual plans together with their collective campaigning will continue to make, we all hope, the field of broadcasting a pleasanter business of which to be a part.

They can and will serve YOU if you will but permit them. In saying this, I know I speak for Genevieve Pace of the Script Library, Gladys Miller of Service Programs, Inc., and Georgia Backus, Chairman of the Board of Radio Events, Inc.

This column is, of course, especially addressed to those members of the N.A.B. in convention in Chicago. We have no sales representative in attendance trying to sell you anything while you are in convention. Our job, individually and collectively, is to make your selling a far simpler matter when you are at home.

Joseph H. Kohler

**The Script Library
SERVICE PROGRAMS, INC.
RADIO EVENTS, INC.**

535 Fifth Ave., N.Y. N.Y.

**In Baltimore, it's
WFBR
NATIONAL REPRESENTATIVES
EDWARD PETRY & CO.**

ADVERTISING LEADERS PRAISED BY ROOSEVELT

(Continued from Page 1)

commercial radio was held at the women's breakfast session, but was only allotted 15 minutes. Speakers were Elsie W. Weaver, president-elect of the Philadelphia Club of Advertising Women, and Florence Cox, president of the Women's Advertising Club of Detroit. A breakfast clinic will be held this morning which will be devoted to radio, and will be presided over by Jake Albert of Detroit.

WHN Colored Show Series

WHN on Monday at 9:15-9:45 p.m. will inaugurate a series of all-colored shows under the title of "Darktown Strutters' Jamboree." The Harlem Heat Waves, 15-piece orchestra provide the musical setting. Bob Howard, pianist and comedian, will direct the troupe. Edna Brevard and the Three Jazzsters are among the featured talent.

In LOS ANGELES

(for Southern California coverage)

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K F W B

DOMINANT NEWS COVERAGE

Radio stations using United Press give listeners the latest news with ACCURACY AND SPEED, for United Press sectional, national and international news coverage dominates the field.

Visit U. P. headquarters, Suite 512, Hotel Sherman, and let us tell you about

UNITED PRESS

NEW PROGRAMS—IDEAS

Radio Police Chase on WCCO

Continuing an active summer season of public events programs, WCCO, Minneapolis, will stage a broadcast between Minneapolis police headquarters and a squad car racing at 70 miles an hour at 2:45 p.m. today. The radio chase will demonstrate the new two-way police broadcast system for the first time in the Northwest as part of the fifteenth annual convention of the Minnesota Police and Peace Officers' Convention at Mankato, Minnesota.

Members of the convention will "take in" this unusual feature by listening to WCCO at the convention headquarters in Mankato.

To accomplish the broadcast, WCCO will have one receiver tuned to the Minneapolis police department transmitter in the downtown section of the city, and another tuned to the wave-length of the squad-car's transmitter. Thus it will be possible to hear the complete two-way conversation as the squad of officers heads for an imaginary scene of trouble.

Camera Club of the Air

A new sustainer at WMAS, Springfield, Mass., is the "Camera Club of the Air." It is a series of talks on amateur photography presented every Wednesday evening at 7:30 by John Funaro, prominent photographer of that city. Al Felix is the announcer.

New Trimmings for Vocals

Monette Shaw, vocalist, whose quarter hour program is heard every Wednesday night at 9:30 over WOAI, San Antonio, has been putting on a different kind of stunt for the month of June. This program is called "Something Old and Something New." On the first two broadcasts of June, the music, the songs and their descriptions have dramatized a courtship. On the third program, in addition to the regular music, a real wedding will take place. So far, much listener interest has been drawn by the idea.

Dramatized Oddities

Recently associated with the Z.C. M.I. Department Store in Salt Lake City, Alvin G. Pack has conceived and is producing the new series of dramatized oddities. The show makes no pretense to editorialize the great events of the day, but treats four to five sketches in a humorous manner. The items are taken from true reports thru-out the nation. The copyrighted feature is heard twice weekly over KSL in Salt Lake City. The show carries a sustaining cast of five dialoguers, two announcers, and organ interludes by Gene Halliday.

Past and Future Headlines

The Columbus Dispatch is sponsoring a new program over WBNS, Columbus, called "Headlines of Yesterday," a dramatization of news stories years gone by, and "Headlines of Tomorrow," with stories taken from the paper's Sunday magazine section and presented the Saturday before issue.

Swimming Reports

WISN, Milwaukee, as a service to swimmers, is presenting air and water temperature reports of city and county beaches daily at 12:15 p.m. C.S.T.

NO SUMMER LULL AT WFIL AS BIZ UPS 27 PER CENT

(Continued from Page 1)

up 17 per cent and national 10 per cent. In addition, two NBC-Blue and one WLW Line commercial network shows were added.

New accounts included four locals making their first use of radio on any station. Noteworthy in this influx of new business, said Withycomb, was the trend of amusement parks and summer resorts to radio. Five of these were included in the WFIL sales chart.

150 for WSYR "Cooking School"

Syracuse, N. Y.—WSYR's "Cooking School of the Air" will celebrate its 150th weekly broadcast on Wednesday. The full-hour broadcasts originate from the auditorium of E. W. Edwards & Sons department store, the sponsor, and are conducted by Josephine Bixby, graduate of Cornell State College of Home Economics, for the benefit of a large visible audience as well as radio listeners.

LINCOLN

Lyle DeMoss, senior "man on the street" with KFAB, has taken to embarrassing members of the station staff by linking them up in phoney romance when he runs out of other chatter.

Reginald B. Martin, station manager for KFAB-KFOR, made a jaunt to Des Moines last week to visit old cronies.

Three former employees of the Central States Broadcasting Co. here are doing okay in Hollywood now. Al Poska is on the staff of KEHE, the Hearst station, and Ray and Beth Buffum, with Robert Taplinger Adv. agency, authored a script on the side for a recent Jolson show.

KFOR is picking up band broadcasts for the Turnpike Casino, dance spot six miles out of the city. Will air Jan Garber, June 25. J. B. Lake stands up to the mike.



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BROADCAST - MERCHANDISING
tie-in plan is vital part of our radio
campaigns.

"From Script to Point of Sales"

★ Coast-to-Coast ★

SAM BROWN, WMCA announcer, now carries a pass through the customs lines at steamship arrivals and departures. Brown is the official WMCA announcer on the gangplank broadcasts where Frankie Basch and Martin Starr interview arriving or departing trans-Atlantic passengers.

Glen Law, formerly of WBOW, Terre Haute, Ind., has joined the announcing staff of KSO-KRNT, Des Moines.

Jerry Belcher, who vacationed from his "Our Neighbors" program on the NBC-Blue network last Sunday, will be back next Sunday.

Powel Crosley, president of Crosley Radio Corp., received the 50,000th Willys car to be turned out by Willys-Overland Motors.

Herbert Plambeck, farm editor of WHO, Des Moines, will marry Frances Marie Hahn of Davenport tomorrow. They will honeymoon in the west, returning to Des Moines on July 6.

Walter Patterson and "Texas" Bill Thomas are handling the mikes for the street-interview feature being sponsored by Wheeling Bond Bread Plant over WWVA, Wheeling, W. Va.

Vacation departures at WDNC, Durham, N. C., have been scheduled as follows: Lewis Brown, June 28; Alice Walters, July 12; Bob Stratton, Aug. 2; Frank Jarman, Aug. 9; Tom Loeb, Aug. 23; Tom Van Alstyne, July 12; Woody Woodhouse, July 26; Al Harding, Sept. 13; Kay Lee, July 26; Red Dalton, July 19; Lee Vickers, July 19.

WQAM, Miami, items: Listeners got a behind-the-scene glance at WQAM's new Summer Scrapbook variety show, when program director Norman MacKay had the actual rehearsal of the show broadcast. . . . Jean Bolton, warbler, vacationing in Georgia, is putting in three spots weekly over WFTL. . . . Jack Thurston, emceeing a new "How Smart Are You" stanza from the interior of Morris Brothers restaurant on Miami Beach, making the third quiz show WQAM is now carrying. . . . Dorothy Roberlard, secretary to Roger Herndon of sales department, does a shuffle off to Buffalo to the tune of the wedding march on June 30.

WTMJ, Milwaukee, is now on the air from 12 midnight to 3 a.m. each Saturday with "Rhythm Nightcaps,"

a program of recordings. Claude Kirchner announces the three-hour broadcast with listeners invited to send in requests for numbers.

"Rhythm Serenade," a new half hour program is being aired at 6 p.m. C.S.T. each Monday and Friday over WTMJ, Milwaukee, featuring Paul Skinner, tenor.

Ed Tacy, chief announcer at WSPR, Springfield, Mass., replaces Wayne Henry Latham as emcee for "Arthur's Opportunity Hour," commercial, Sundays.

Carl Raymond of Buffalo, N. Y., has joined the staff of WMAS, Springfield, Mass., as junior announcer.

Grady Cole, news commentator at WBT, Charlotte, attended last week's annual convention of the Law Enforcement Ass'n at Asheville.

Wilbur Edwards is a recent addition to the WBT (Charlotte) announcing staff. He's a Davidson college student.

"The Heart of Julia Blake," new serial about a young woman called upon to choose between marriage and a career, starts over WPTF, Raleigh, N. C., at 2:30-2:45 p.m. June 28. The serial also started five-a-week at WHBL, Sheboygan, Wis., yesterday.

J. E. Gilhooley, WOWO (Ft. Wayne, Ind.) engineer, is piloting a specially-equipped test car in the vicinity of Fort Wayne, determining the primary and secondary coverage of WOWO and WGL, sister station.

John de Young is the latest addition to the WOWO and WGL, Fort Wayne, Ind., announcing staff. Jean Brown is now staff pianist and organist.

A NEW SERVICE

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for

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RADIO
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EAST COAST RADIO FEATURES, Ltd.
71 West 45th Street New York



It is incidental that Transamerican in its first ten months sold over \$2,000,000 worth of broadcasting time.

The fact most important to the broadcasting industry is that most of this volume would not have gone to radio stations without creative sales effort.

Advertisers did not buy this time. Transamerican sold it.



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NRC

★ Program Reviews and Comments ★

"HI THERE, AUDIENCE!"

Sustaining

WOR-Mutual Sundays, 9-10 p.m.
BADLY ORGANIZED VARIETY SHOW
MISSES DESPITE AMPLE TALENT
ARRAY.

Taking over the spot formerly occupied by the "Nine O'Clock Revue," this was one of the longest hour shows brought to the air. Emceed by Ray Perkins, who has more ability than displayed on this program, the musical end was okay, but the comedy and other script material missed sadly. Nat Brusiloff's orchestra provided the musical background, and talent included Sid Gary, whose rendition of "The World Is Mine Tonight" was a highlight, though he flunked on a torch song; Barbara Lamar, who substituted for Helene Daniels and did well with her songs; Willard Amison, another good vocalist; the Key Men and the Embassy Trio.

One trouble was that everyone wanted to be the comic. Gary, who

sings, spoke; Perkins, who is funny, wasn't; Frank Knight, a great announcer, didn't; Joe Browning made an attempt to stooze as a "ten-percenter" and George Stone, a dialectician, did a mad Russian a la Bert Gordon.

Program on reaching the station break after 30 minutes may have gotten by as a first attempt. But, after that, it was every one for himself to reach the dial for a switch. Ray's material was bad. The production number with "September In the Rain" was pleasing. So was the final theme song, "Hi There, Audience."

"UNIVERSAL RHYTHM"

Ford Dealers

WABC—CBS networks, Sundays,
9-10 p.m.

N. W. Ayer & Son Inc.

FIRST-CLASS MUSICAL SHOW EXPANDED TO FULL HOUR FROM SATURDAY HALF-HOUR.

Not very much altered from the format employed when it occupied a half-hour on Saturday nights, except for the addition of Frank Crumit as emcee, the Ford Dealers show made Sunday's 9-10 p.m. Columbia network spot a very enjoyable affair.

Crumit and his amiable style of steering things along gave the program a nice friendly touch. Despite the full hour's running time, Crumit

gave most of the spotlight to the rest of the talent, contenting himself with short and snappy emceeing and a few bits singing on his own score.

Richard Bonelli, the show's baritone star, did handsomely in "Gypsy John," "Toreador Song," "My Little Buckaroo" and in medleys with Carolyn Urbanke, lyric soprano, who also scored alone in "My Hero" and another number. Alec Templeton did his customarily enjoyable specialty at the piano, while Rex Chandler's orchestra backed up the works in fine style.

Though an hour is not an easy stretch for a show of this kind, the troupe made it without permitting a dull moment.

"FIRESIDE CAMEOS"

WOR-Mutual, Fridays, 9-9:30 p.m.

Sustaining

ENJOYABLE COMBINATION OF GOOD MUSIC AND PHILOSOPHICAL COMMENT.

Another in the new series of programs for the Mutual network dialers originating from the west coast made its debut over the web last Friday night, and proved to be a very pleasing half-hour of music and philosophical narrations. Show features Ted Bliss, narrator, Frederick Stark's orchestra, Ronald Graham, baritone and some violin solos expertly played by Margit Hegedus. The broadcasts should prove a happy medium for listeners who do not enjoy the popular or concert music which is featured at this hour over the competing networks.

"Red-Head Baker"

Authored expressly for radio by Albert Maltz, who wrote "Black Pit" and collaborated on two other stage plays, "Peace on Earth" and "Merry-Go-Round," this latest presentation of the Columbia Workshop, presented Sunday at 7-7:30 p.m. over WABC-CBS, ranks with the best offerings of the Workshop to date. Skill in presentation, as well as good writing, combined to make it an engrossing drama which planted interest and suspense from the outset and maintained it to the finish.

Joe Losey was guest director for this presentation of the Columbia Workshop, which is under the direc-

tion of Irving Reis, and he got the most out of the script and the capable cast of players.

Plot concerns the handling of juvenile delinquents by modern sympathetic sociological methods, thereby turning them into right paths, as compared with the old reform school system which often hardened them into permanent criminals. Action opens in a courtroom where an erring lad is about to be sent to a reformatory. A flashback sequence follows, depicting the story of tough "Red-Head Baker" and how he was eventually reformed along humane channels by being allowed to study the things that interested him instead of forced to struggle with books that he couldn't assimilate.

After this moral is made clear, scene shifts back to the courtroom, where the letter-of-law judge imposes the reformatory sentence on the kid before him, thus topping off the playlet with an ironical punch.

Cast included James McCallion, as the boy; Martin Wolfson, the father; William Johnstone, the educator; Agnes Moorhead, the mother; Walter Tetley, the kid brother, and Santos Ortega, a detective.

"Boston Hour"

A pot-pourri of good listener entertainment combined with a good brand of showmanship is presented to loudspeaker patrons in the "Boston Hour" every week day over WEEI, 5:30-6 p.m. The station has taken some clever special event types of features and has made them everyday program events. Feature of the show reviewed (Friday) was when Del Castillo, WEEI production chief, climbed up on a large electric sign framework 150 feet over Tremont Street and interviewed two steeplejacks who were erecting the sign.

Regular events consist of a pickup from Fire Alarm Headquarters in the Fenway, where Chief Operator John Galway gives a resume of the day's activities in the fire department. From there the control hops to Police Headquarters, where Charles Ashley, police reporter of the Traveler, gives the latest in crime news. The climax of the show is a sidewalk interview conducted by Jay Wesley at the studios' front door on Tremont Street. Here those interviewed draw questions about Boston facts, history and people. Those who give the right answers get a dollar. If you give the wrong answer you at least get two passes to a local theater. Earlier in the program Wesley dramatizes the human interest in Metropolitan Bos-

(Continued on Page 11)

In LOS ANGELES

(for Southern California coverage)

IT'S

Warner Bros.

K F W B

★ ANNOUNCING ★

BLAIR PRODUCTIONS

CREATED TO RENDER

A New Service in Spot Broadcasting

John Blair & Company takes pleasure in announcing the formation of Blair Productions, an associated company, the function of which will be exclusively creative. While they will operate as separate companies, Blair Productions and John Blair & Company will cooperate to further the best interests of Blair stations and their advertisers—together rendering a completely rounded out representative service.

Blair Productions will work with agency production departments in the creation of new plans and ideas for spot broadcasting.

John Blair & Co.

NATIONAL REPRESENTATIVES OF RADIO STATIONS

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ANICE IVES'

"EVERYWOMAN'S HOUR"

WMCA

Monday Thru' Friday 11:15 to 11:45 A.M.

Current Sponsors:

Magic Bird Food Products
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Grace Donohue Inc.
Wipe-on Corp. E-Namel-On
Alkine Laboratories "Flemolyn"

"There's Nothing She Can't Sell!"

FURGASON & ASTON



Representation with Concentration

★ Program Reviews and Comments ★

(Continued from Page 10)

ton news. Transcribed music is used to intersperse the events. The Boston Hour is sponsored by participation announcements, and it is a good bet for any sponsor's money. The program is written and produced by Bob Freeman and Wesley.

"The Fantastic Episode"

Filling in the 1:30-2 p.m. spot over WJZ-NBC Blue network last Sunday, while Jerry Belcher ("Our Neighbors") took a vacation, a rather choice bit of fantasy was presented under the title of "The Fantastic Episode."

Of obvious British authorship and locale, the sketch concerned the strange dream of man who dozed off while his wife was preparing dinner. It seems that the man suddenly found himself in the Upper Regions, where he had to go through questioning at the hands of two successive inquisitors before finally being allowed to appear before the Grand Llama, whose quizzing was of a satirical nature and dealt more with the man's favorite dish, roast lamb, with mint sauce, than with his earthly behavior. Finally the dreamer awoke, to learn that his wife had prepared roast lamb with mint sauce for dinner.

Excellent acting enhanced the enjoyment of the playlet. Cast included

Eustace Wyatt, who also authored the piece; Florence Malone, Burford Hampden, Louis Hector, Peter Donald and Julius Matthews. Sherman MacGregor directed.

Texaco Program

Entrance of Igor Gorin and Ella Logan into the cast of the Texaco show on Sunday, over CBS at 8:30-9 p.m., added further value to the personnel that is carrying on while Eddie Cantor takes a vacation. Gorin sang two numbers, one in Italian, followed by "Cosi, Cosa" in English, and both were a treat. Gorin's baritone voice has few toppers on the air.

Miss Logan and her Scotch brogue participated both in comedy with Eddie Stanley, the emcee, and in singing on her own hook. She scored on each count.

Other regular members of the summer cast, including Pinky Tomlin, Saymore Saymore and Jacques Renard's orchestra, also were in fine form. Deanna Durbin, who missed last week's broadcast, made a farewell appearance before following Bobby Breen on vacation.

"Rising Stars"

A program that bids fair to make something of a name for itself is the "Rising Stars" presentations put on by Broadway stage understudies un-

der the guidance of Penny Bancroft and aired over WJZ-NBC Blue network on Sundays at 8-8:30 p.m.

With Graham McNamee as announcer and the efficient Frank Tours directing the orchestra in intermissions, the show has a palatable variety touch, though not too much to spoil its essentially dramatic mood. The acting talent displayed in the two programs to date has been very good, all worthy of being taken out of the understudy ranks—although some of the players are filling roles in current Broadway shows in addition to understudying bigger parts.

Last Sunday's offerings included "The Last Favor," by Benjamin Lee, and "The Prodigal," by Harry Ingram. In the casts were George Barry, Edward Mann, Reed Herring, Eddie Nelson, Winston O'Keefe, Lester Damon, Virginia Bonnell and Leslie Woods.

"Ave Maria Hour"

In observance of Father's Day, Sunday's program of the Graymoor Friars from Christopher Inn, Garrison, N. Y., over WMCA-Intercity Network at 6:30-7 p.m., dramatized the Lord's Prayer with unusual effectiveness. The skit, augmented by appropriate music, was only semi-religious in nature, and it was one of the most interesting programs put on by this group.

Opening scene was a modern family residence in New York, with the Browns celebrating Father's Day and planning an auto drive after a hearty dinner. A collision with another car on the road, with fatal injury to the father, brought out the consoling dictum of the priest who pointed to the ever-present Heavenly Father.

Presentation as a whole was thoroughly well staged and carried more general interest than is usually found in programs of a devotional nature.

"Community Sing"

Though Bert Lahr couldn't get much comedy out of his hotel situations, Milton Berle turned the trick on his Gillette sing over WABC-CBS on Sunday night. Reason for the difference is that Berle has better script material and a better surrounding comedy cast. Proving, as usual, that it's not what you do, but how you do it.

GREETINGS to NAB CONVENTION
BILL ELLSWORTH
RADIO TALENT
75 E. WACKER DRIVE
CHICAGO, ILL.

RADIO AND AUDIENCE TESTED

Henry P. Johnston, vice president, WSGN, Birmingham, Ala.:

"I want to take this opportunity of telling that our newcasts have improved 100 per cent since we started using your service . . . I have heard numerous favorable comments from listeners."

Charles A. Roeder, news editor, WCBM, Baltimore, Md.:

"Your recent explanation of the Wagner NLR Act was particularly good. This educational type story has a definite place in newscasting . . . The great mass of people will listen to it . . . We like your thorough coverage of big stories."

William E. McDonald, advertising manager, KFNF, Shenandoah, Ia.:

"We are entirely pleased in every way with our service as rendered by I.N.S. We are particularly appreciative of the coverage on the Hindenburg crash."

Larry Nixon, publicity director, WMCA, New York:

"I don't believe you fellows can improve on the report you put out today . . . The I.N.S. wire stuff was fresh and up to the minute."

Don Withycomb, WFIL, Philadelphia:

"Congratulations on your amazing speed on Epsom Downs winner flash. Your flash description of winner was only one minute and ten seconds behind radio announcer's voice in England."

J. Oren Weaver, news editor, WBBM, Chicago:

"We feel that you people are really on your toes and are interested in giving us the best service possible."

From "Radio Daily," March 12:

"Birmingham—As a result of demand for WBRC's 15-minute news casts four times daily, only one period is now sustaining and several sponsors have shown an interest in it . . . WBRC is using I.N.S."

E. K. Bauer, business manager, WLW, Cincinnati:

"We feel that we have done a good job with news on WLW and WSAI . . . We cannot overlook the fact that your news service has been at least the basis for whatever success we have enjoyed."

INTERNATIONAL NEWS SERVICE

235 EAST 45th ST., NEW YORK, N. Y.

N.A.B. CONVENTION HEADQUARTERS
SUITE 439, SHERMAN HOTEL

SAN ANTONIO

Announcer Bill Shomette of KMAC started on his two-week vacash June 18. Program Director Jerry Morgan of KONO has rigged up a portable short wave set so he can keep in close touch with the Mission Broadcasting station when he goes on that vacash.

Steve Wilhelm, head of the Payne Advertising company's radio division, drew plenty of press notices recently when he interviewed Joe De Mack, convict, on one of Bohnet's Bakery program "The Arm of the Law", over KTSA.

Monte Magee and His Jailbirds, playing twice weekly at the Show Boat Cafe, also heard regularly over WOAI and KONO.

Mrs. Nita Butler is the latest addition to the Payne Advertising Agency's radio staff.

KABC now has 10 daily newscasts periods.

In LOS ANGELES

(for Southern California coverage)

IT'S

Warner Bros.

K F W B



For a "Good Time" and the Best 5-Minute Dramatized Programs You Ever Heard.

— Room 1006 —

HOTEL SHERMAN
N. A. B. CONVENTION

Programs for Loans—Optical—
Bank—Life Insurance—Jewelry
Furniture

"Stay at Homes" May Secure
Full Information

From

H. S. G.

ADVERTISING AGENCY
420 MADISON AVE.
New York

☆☆ *Los Angeles* ☆☆

CHARLEY CHAN, wise-cracking Chinese sleuth as top price Sat Eve Post feature series, doing a radio comeback, probably live talent national network, under a deal just signed by Irving Fogel Productions with Mrs. Earl Derr Biggers, author's widow. Fogel says he is lining up cast, production details, with live talent show in mind, but will switch to disks if sponsors want it that way.

NBC's ace announcer, Don Wilson, has been set by the artist bureau to do a series of 13 sport shorts for Condor Pictures, RKO release.

Meredith Wilson, here from East, set for "Show Boat."

Don Bernard, former program director for KHJ, and at one time manager of that station, has joined CBS ranks on the cost, as producer. His first assignment will be to get a new series going to exploit members of the CBS artist bureau talent lineup. Series to be called Hollywood Show Case.

Bill Morrow and Ed Beloin, who were associated with Al Boasberg scripting for Jack Benny the past year, will take over full responsibilities for thinking up laughs, Young & Rubicam agency announces.

Through the friendly relations with the new owner of KMPC and officials of CBS, KMPC has started a new arrangement whereby the Beverly Hills station will release from an hour to an hour and a half, daily, of Columbia sustaining shows. No CBS commercials, however, will be aired on KMPC.

Don Clark, new production chief for KFI-KECA will take over scripting of the Silverwood Short Story Playhouse program, weekly on KECA, which starts next week on a new hour, Friday, 7:30 p.m. PST.

KEHE and California net starting a new sustaining program 9-9:30 tomorrow night, with an all-colored variety program of mostly swing. Tal-

ent includes Mixed chorus, the Sheffield Singers; the Four Tones, novelty quartet; Ollie May Lane, singer; Nicodemus, who used to be with Cab Calloway; Spencer Williams, Jr., comic; Bill Anderson, tenor; Lucille Hall, hot singer; L. Z. Cooper, hot piano and a bit of white talent to furnish music—Leon Rosebrook and his Swingcopators.

Harry Witt, CBS sales chief received, as a going away present, a surprise package of five new KNX sales contracts, which his staff worked on, signed in secret, and sprung on Witt as a fillup to the enjoyment of his trip back to the convention.

While some of the pop shows are off the air for the summer, their characters and plots will be burlesqued in a new series, "Cosmopolite Revue", which KEHE will stage with Joe Twerp scripting and acting, and Kaye Storey as feminine lead in cast, which will be changed as needed. Series will air Mondays, 9-9:30, and first episode will burlesque "Gang Busters."

When "Show boat" starts airing from the Coast July 8, it will return to the old style program. Lanny Ross will not be in cast, which will use Charles Winninger, "Tommy" Thomas, Jack Haley and Nadine O'Conner. Vera Oldham, who did the script on William Farnum "Drums", signed to do script.

Sonja Heinie will write her own script for her spot on the Chase & Sanborn show of June 27. Probably will be a skit with Charley McCarthy, in which the dummy tries to learn to talk Norwegian.

Bing Crosby will pack his boots, saddles and race horses into the traveling kit when the chimes ring out his NBC Kraft Music Hall program on Thursday, July 1, and set out in quest of purses and relaxation on the Del Mar race track.

Rush Hughes leaves Hollywood June 28 for a four-week sojourn in Hawaii. Clinton "Buddy" Twiss, who has substituted for Hughes on numerous occasions will be at the NBC mike to carry on the daily Langendorf Pictorial, which Hughes will prepare for delivery by Twiss.

KANSAS CITY

M. H. Straight, WHB continuity editor, has been promoted to manager of the newly created Client Service Dept., where he will have full charge of special promotion, merchandising and program development.

Ruth Royal, KCKN musical director, is airing a new daily quarter-hour, "Organ Moods."

Frank McIntyre, formerly at KXBY, and Carl Eberhardt, for some time with KCKN, have joined the new KSAL, Salina, Kas.

J. Leslie Fox, director of sales at KMBC, leaves for vacation in Tennessee and Mississippi after the NAB conclave. LeRoy Smith, KMBC continuity editor, is relaxing in the Ozarks.

"Little White House," quarter-hour weekly sponsored by Federal Savings & Loan associations over WDAF, has faded till September, when it returns as a half-hour show, according to J. O. Young of J. O. Young Adv'g Agency, producers. Show is heard elsewhere as a disk.

Beulah Karney, KMBC home economics director, will be hostess to delegates to annual American Home Economics Ass'n convention this week.

Rubinoff to Conduct In Chi. Park Series

Chicago—Dave Rubinoff, who flew in yesterday from the coast, has accepted the invitation of Chicago Federation of Musicians to direct the orchestra for one night, probably late in July, in the Grant Park free public concert series. Rubinoff made a guest appearance last year, bringing out 150,000 persons and tying up downtown traffic.

Rubinoff almost brought on a riot at Hotel Sherman yesterday when Jan Garber yelled at the broadcasters' meet, "here comes Rubinoff!"

Park concert series starts July 1, running nightly to Labor Day, with 75-piece orchestras playing nightly under a score of noted conductors including several from radio. Among these are Roy Shield, Carlton Kelsey, Henry Weber, Walter Hancock and Joseph Rafaelli.

These are full two-hour concerts and are broadcast in part by all three major networks. City of Chicago also is sponsoring 35 concerts at Navy Pier this summer with 75 men in orchestra, also to be broadcast.

James C. Petrillo, union president, returns today from Louisville.

Westchester

"New York's

\$500,000,000 Heartside"

Is Better Served by

W-F-A-S

New: 190' Radiator

New: Transcription

Equipment

LOCAL SHOWMANSHIP

for LOCAL INTEREST

Studios, Offices
Roger Smith Hotel
White Plains, N. Y.

GENNETT SOUND EFFECTS

SPEEDY Q. SOUND EFFECTS

WAX

ELECTRICAL TRANSCRIPTIONS

THOMAS J. VALENTINO
729—7th AVENUE
NEW YORK CITY

C. P. MacGREGOR

Hollywood

AT the CONVENTION

Room 423
Sherman Hotel

San Francisco

"Memory Lane," one of the hit coast shows of the past, returns to the air July 5, with Ted Maxwell, Eileen Piggott, Olive West and Bobbe Deane of the original cast, also Eddie Firestone Jr. To be heard in 15-minute periods (formerly 30 mins.) on Monday, Wednesday and Friday at 3:30 p.m. Montgomery Mohn replaces Bennie Walker in the script.

Coleman Cox, "modern Benjamin Franklin," gets three sustaining spots a week, over entire CBS coast net starting June 28. Cox will do "mental meanderings" — philosophy — in a style like Will Rogers.

Frank Bull, Don Lee sports commentator, resumed Los Angeles origination yesterday after catching the N. C. A. A. track meet first hand in Berkeley on Friday and Saturday.

Ford Billings, general manager of the California Radio System, on a month's business trip to N. Y.

"One Man's Family" will move to Hollywood Aug. 8 for an indefinite period, furthering the exodus of Frisco shows to the southland. Announcer Bill Andrews and Organist Paul Carson will remain here, however. Other stay-in-Friscoans will be Bert Horton (Bill Herbert) Everett Glass (Professor Waite) little Ann Shelley and Richard Svihus (Joan and Pinkie).

Commercial commitments will pre-

Inter-Office Program Idea Contest

Lincoln—Central States Broadcasting Co. is sponsoring an inter-office contest in the studios of KFAB, KOIL and KFOR, for new program ideas. Lads on the staff are invited to submit stuff and eight prizes of full privilege memberships to the YMCA will be handed the eight winners. Program ideas must be original with the station. Judges will be Bruce Wallace, CSBC promotion manager; Jim Acuff, Omaha member of the sales force; Reginald B. Martin, manager of the stations; and Barney Oldfield, amusement editor of the Sunday Journal and Star.

vent local NBC dialers from hearing the Barrymore Shakespearian series.

Ben Alexander of Hollywood up visiting Charles Gerrard, NBC actor to catch Kathryn Murphey, a friend in "Brother Rat" at the Geary theater here. His network show was aired from here.

Lee Strahorn is the newest member of NBC's press department.

Larry Keating miked the finals of the N. C. A. A. track meet for NBC. Ernie (KYA) Smith dittoed for Hearst outlet.

Dr. Seth Maker, known to many Coast dial spinners, bowed in as "The Philistine" via KYA waves yesterday, for a series of quarter-hour chats.

Dwight Newton, KYA's "Uncle Harry," back on the job after two-week layoff due to chicken pox.

The baby his wife had was too much for David Vaile, KYA studio supervisor, who was so overcome with excitement he lost a day's work trying to get over it.

Bob Goerner replaces Dudley Manlove as announcer at KROW, while latter takes a leave of absence July

1 in order to wax a vocal series for MacGregor in L. A.

Ken Gillum and Leo "Old Ranger" Cleary, NBC comic team, have parted company. Funnymen were known as "Nuts and Bolts" and also "Leo & Ken."

The Stork has been making a guest appearance at KYA. Jack Owens, tenor, is the father of a boy and Patricia Kay, Orange network singer, has a daughter.



L. D. Barnhart, head of department of speech at University of Toledo and former director of University Civic theater there, has been engaged for NBC production department here. He goes to work in July.

William E. Klein, director of the WIND German hour last week took a party of 150 tourists to Europe, taking along a recording of WLS Hindenburg disaster scoop which he plans to put on the air over various stations in Europe.

Martha Nash, formerly with Anson Weeks' orchestra, is now singing with WIND Studio ork.



WILSON-ROBERTSON INC

RADIO REPRESENTATIVES

CHICAGO

NEW YORK

KANSAS CITY

JOIN !

These National Advertisers Who Are Successfully Using AMERICAN FOREIGN LANGUAGE RADIO STATIONS

Carnation Milk
Libby, McNeil & Libby
Pet Milk
Wonder Bread
Tasty Bread
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Procter & Gamble
Hecker-H-O Force
Carter's Little Liver Pills
Iowa Soap Co.
Alka-Seltzer
Junkett
Sun Oil Company
Medaglia D'Oro Coffee

CALL—WIRE—WRITE

American Foreign Language Radio Station Representatives

A DIVISION OF

VAN CRONKHITE ASSOCIATES, INC.

NEW YORK
60 East 42nd Street
MUrray Hill 2-2030

CHICAGO
360 North Michigan Ave.
State 6088

RADIO ARTISTS' GUILD FORMED BY COAST GROUP

West Coast Bureau, *RADIO DAILY*
Los Angeles—More than 100 independent screen players met in Associated Cinemas and formed an independent organization for collective bargaining and protective measure. Norman Fields was named temporary chairman of organization to be known as Radio Artists' Guild of America. Committees were picked to draft by-laws, make up list for election of permanent officers.

WPTF Has Big Schedule For Historical Celebration

Raleigh, N. C.—Some 15 hours of broadcasting will be devoted by WPTF to the 350th Anniversary of the Birth of the First White Child in America at Roanoke Island, according to tentative plans. Inaugural broadcast of the celebration takes place July 4, and the observance will run to Aug. 18. Carl Goerch, commentator, will supplement the regular WPTF staff in covering the event.

MRS. MARTIN JOHNSON

EXCLUSIVE MANAGEMENT
CLARK H. GETTS, INC.
WALDORF-ASTORIA

ORCHESTRAS - MUSIC

GLENN MILLER and ork are music-making in the Blue Room of The Roosevelt, New Orleans, replacing Lennie Hayton for dinner and supper dancing interludes. Vocalist is Kathleen Lane. They're aired via WSMB and WWL.

Maestro Neil Giannini and ork have staged a return to the airwaves and are heard over KFOX, Long Beach, Cal. every night except Sundays at 10:15 and Sundays at 4 p.m. Program emanates from the Majestic Ballroom, which boasts a new amplifier setup featuring three mike balance controlled by a technician at the point of broadcast.

Fred Waring and his lads have been engaged by Arnold Kirkeby, Drake Hotel boss, for the Silver Forest Room, effective the latter part of July, marking his return to a dining and dancing spot. Jack Denny opened the summer room last Thursday.

Batoneer Art Ouimet and his Merrymakers Orchestra, airing via WSPR, Springfield, Mass., Saturday afternoons, are playing at the Pine Point Tavern, Thompsonville, Conn., Saturday nights.

Cal Pierce and his Hartford Playboys, ethered over WNBC, New

Britain, Conn., are currently featured at the Apremont Cafe, Springfield, Mass.

Lloyd and Alta, hillbilly singers over WSPR, Springfield, Mass., are making a series of recordings to be used while they're on vac. Disks are being cut by Remy Recording Co. of Springfield, with Lawrence A. Reilly as technician.

Maestro Willard Robison and his "Deep River" ork have signed a Consolidated Radio Artists management contract.

Jack Russell and his band, now at the Golf More Hotel, Grand Beach, Mich., have had their contract extended twice and will remain there throughout the summer season.

Batoneer Frank Novak and his boys have been booked into the Warwick Hotel, New York, for an engagement beginning June 24.

Norman Sandoval, once of Ray Herbeck's orchestra, has become featured soloist at Utah's Old Mill Club. Norm is aired five nights a week when he sings with Johnny Peterson's Music over KSL, Salt Lake City.

With the Rose Room, New Orleans, off the air for the summer, Harold Jordy's ensemble is dispersing for the present.

Paul Martin, NBC guitar-star, in Frisco, combines business with his scheduled vacation. He left by plane for the East yesterday, to display his electric guitar to an interested manufacturer. On his way back he'll stop in his home town of Lincoln, Nebraska, to pay his first visit in 9 years.

AMERICAN D-3 DYNAMIC



HIGH FIDELITY
Uniform

ALNICO STEEL
Permanent Magnet

HIGH OUTPUT
Permits Low-Level
Mixing

RUGGED—No Parts
to Deteriorate.

STABLE—Temperature, Pressure Changes,
Humidity have no Effect.

FLEXIBILITY—Readily adaptable to all
classes of audio pick-up.

Each Microphone Calibrated.
Write for No. 26 Catalogue

EFFICIENT REPAIRING DYNAMICS,
VELOCITIES, ETC.

AMERICAN MICROPHONE CO., Inc.
1915 S. Western Ave. Los Angeles

WAIM GIVES CBS WEB SOUTH CAROLINA LINK

Anderson, S. C.—Columbia Broadcasting System will extend its network into South Carolina for the first time on July 18, when its affiliation with WAIM here becomes effective. Signing of contracts for the linking was announced yesterday by WAIM officials.

WAIM is owned by Wilton E. Hall, publisher of The Anderson Independent and Daily Mail. Station maintains studios in Anderson College, Clemson College and Erskine College. It is a 100-watt full time, operating on 1200 kilocycles, and recently ordered a new Western Electric program amplifier.

The station's national rate is \$40; network rate will be \$125. J. J. Devine & Associates represent the station.

Herbert V. Akerberg, CBS vice-president in charge of station relations, handled the negotiations with Hall.

Gosch to Head Radio Activities at 20th-Fox

West Coast Bureau, *RADIO DAILY*
Hollywood—Martin Gosch, who has resigned as head of the radio department at Warner Bros., will head the radio department at 20th Century-Fox, it is reported. Warner radio activities will be handled by Ed Selzer, Ed Obinger and Tenny Right.

Scandinavian-American Series

Des Moines—United Scandinavian-American Central Committee of Iowa is sponsoring a series of six half-hour programs over WHO at 1 p.m. Sundays during the summer months. Hans Pauli is chairman of the committee and has charge of the broadcasts.

The series will include talks by outstanding authorities on Scandinavian culture embracing such subjects as literature, music, art, mythology, economics and history.

SAN ANTONIO

Announcer Jack Mitchell is freelancing.

Two bands are back on KONO—Dooley Jordan and Ted Mays, both colored.

Doris White will become Mrs. George Lewis Downs this week. He is announcer at KONO.

W. W. McAllister and Howard W. Davis of KMAC have applied for permission for a high frequency station.

Horace Shelton is announcing a new beer program over KMAC.

CRAIG & HOLLINGBERRY

Incorporated

Radio Station Representatives

New York
Jacksonville

Chicago
Detroit

FLY UNITED'S NEW "MAINLINERS"

3 NON-STOP FLIGHTS DAILY

BETWEEN

CHICAGO and NEW YORK

IN THE

DELUXE "SKYLOUNGE"

A 21 PASSENGER CABIN WITH ONLY 14 LOUNGE CHAIRS

THE "CONTINENTAL" COAST TO COAST

ONLY 3 STOPS—TO LOS ANGELES OR SAN FRANCISCO
FROM NEW YORK

UNITED AIR LINES

FOR INFORMATION AND RESERVATIONS CALL

NEAREST UNITED OFFICE OR YOUR TRAVEL AGENT

first by a large margin!

BY ANY CHECK WNEW RANKS FIRST
AMONG LOCAL STATIONS IN NEW YORK

take your choice... ✓ check at will

✓
Total number of local
accounts on the air...
*first by a large
margin!*

✓
Total number of local
accounts that repeat
year after year, in season
and out—
*first by a large
margin!*

✓
Total number of national
accounts using programs
of no less than fifteen
minutes—
*first by a large
margin!*

✓
Total number of hours
on the air—with the
highest percent of listen-
ing audience among the
local stations (Clark-
Hooper)—
*first by a large
margin!*

✓
Total number of program
features that belong to
New York—that are New
York—that rank first in
listening audience—
*first by a large
margin!*

✓
... Best
equipped to
move your goods
at the lowest cost
per buyer...

*first by a large
margin!*

W·N·E·W

Covers New York City and its
environs twenty-four hours a day

1250 KILOCYCLES

2500 WATTS BY DAY 1000 WATTS BY NIGHT

STUDIO • 501 MADISON AVENUE • N.Y.C.

PROMOTION

Sponsor's Anniversary Party

A free "carnival" for White Plains children was staged Saturday under the sponsorship of Golden Brothers, Inc., Kelvinator Dealers of White Plains. Sponsors engaged the Colony Theater, new movie palace, for the event. Show started with an hour's broadcast from the stage by Uncle Neal and his WFAS Kiddies League, comprising a score or more of talented juveniles, followed by a special film show. Souvenirs and "eats" included. There was no admission charge of any kind, and invitations were sent to all schools, and institutions inviting the children.

Entire show was in celebration of Golden Brothers' 16th anniversary in business. Firm is sponsoring a regular weekly half hour broadcast from the theater. Deal was arranged by B. M. Middleton, WFAS sales manager.

Promoting Shakespeare

WBIG, Greensboro, N. C., has started publicizing to all public libraries, colleges, and schools, as well as cultural clubs the new eight weeks Shakespeare series to be broadcast via CBS starting July 12. Special arrangements are being made with libraries and clubs in Greensboro to install radios on the nights of these broadcasts.

WSAN Circular

"Gone Modern!" is the title of a newly issued promotion circular on WSAN, Allentown, Pa. It points out the station's new Western Electric equipment throughout, new grounded vertical radiator, 16-hour daily service, experienced personnel, etc., in addition to giving the usual market data and listening area maps.

Offering His Picture Free

Monte Magee, who broadcasts daily at 1:45 p.m. over WOAI, San Antonio, is offering his picture free to listeners. Several hundred requests a day are reported coming in.

Walter Pree Joins WMT

Walter Pree, formerly with WEMP, Milwaukee, has been added to the engineering staff in the Cedar Rapids studios of WMT. Pree will handle studio pick-ups and remotes for the station.

ONE MINUTE INTERVIEW

IRVING REIS

"Radio must educate listeners to new appreciation of pure sound. Civilization has conditioned humans to use only about 10 per cent of the powers of their ears. Radio directors and dramatists will find the unused 90 per cent an exciting field for exploration. The auditory sense is the new highroad to the kingdom of emotional imagination."



CHICAGO

• • • SALES PROMOTION...Everybody and every organization is promoting something, individually and collectively. Judging by the all-night racket and noise, most promoters have been successful in their promotion plans...Mutual Broadcasting system's breakfast proved a huge success in the West Room of the Sherman, and this was followed up by two nifty blondes passing out yellow carnations as the Mutual colors at the convention hall entrance...Standard Radio also used the femme angle and had the gals passing lollipops by way of a tie-in with the new Standard "pop" series of transcriptions...Other exhibitors are on the job to make their layouts attractive, including Transradio, Atlas Radio and Associated Music Publishers, the latter having a mural in back of the miniature bar which defies further elaboration in print...Don't get Loren Watson wrong...It is hotel property.

• • • Transradio is showing its new series of recorded programs entitled "Meet the Headliner" and also the facsimile outfit. Mark Hawley, Turner Parkinson and Herbert Moore are real busy there...Graybar Electric has the largest vacuum tube in the country...In fact, it can be used for a lighthouse as is...Tube is 250 kilowatts, seven feet tall, and is planned for use in the 500,000 watt stations. Gene O'Fallon of KFEL has miniature horseshoes attached to his clever new booklet, entitled "The New Cry of the Old West"...It is illustrated by photographs and includes a quote from RADIO DAILY...Fred Hart of KCBM, Honolulu, in addition to his extra fancy leis, this year is doing some political work by way of passing out pamphlets and an open letter urging adoption of the NAB resolution of last year anent reorganization.

• • • Mode of travel seems to get into the conversations considerably...Webb Artz of United Press hopped in from Omaha in exactly two hours and a half. One fellow had a forced landing for more gas in the middle of nowhere, but otherwise smooth fast trips by air are reported by scores of attendees, including Turner Parkinson, our own Howard London, Jack Harrison, et al...Trio of boys from the wide open spaces literally lost their shirt en route when Reggie Marden of KFAB, Bill Larimer, the outlet's commercial representative, and Ranny Daly of the Iowa Network took their shirts off while driving because it was too hot. Unnoticed the wind blew all three shirts out of the open car. Otherwise crap games and poker fixed up other shirt losers.

• • • This afternoon Marshall Field cooperates with the local NAB committee on entertaining the ladies at a style show and tea. The men will do okeh at the fights tonight. Webb Artz seems to have the lowdown on just how the Joe Louis camp feels, if you want to place any bets by chance...Saul Shapiro, representing the Universal Microphone Co. of the coast, will pack his recording exhibit and show it along the Atlantic seaboard later. Walter Biddick and better half are set to drive to Detroit tomorrow and then to the coast. Fenton Earnshaw will also make a swing around the country, going to the northwest on the way back to the coast. Station 2GB of Australia went for the series of 65 recordings featuring Frank Watanabe bought through Dr. Ralph L. Power, the outlet's U. S. representative. Same series is now heard on the Don Lee chain. Cutest pet here is the dachshund belonging to Mrs. Fred Weber, the former Ruth Betz. Edythe Fern Melrose of Street & Finney agency misses her first convention in six years due to mother being ill. Passing through and taking a look in were Paul Ross of CBS Artists Bureau...Bill Murray of William Morris offices here until Thursday...Sam Serwer of the Warner music houses, en route to New York.

Coming Events

Today: National Association of Broadcasters' annual convention, Hotel Sherman, Chicago.

Today: Advertising Federation of America's 33rd annual convention, Hotel Pennsylvania, New York.

June 21-24: American Institute of Electrical Engineers' convention, Milwaukee.

June 21-24: Summer Convention of the Canadian Electrical Convention, Banff, Alberta.

June 22-23: Annual Radio Show Trade sponsored by Radio Wholesalers Club Inc., Hotel Statler, Boston.

July 8-10: L'Union d'Art Radiophonique first international congress, at the Sorbonne, Paris, France.

June 26-July 3: National Education Ass'n Convention, Detroit.

July 12-17: International Congress of Short Waves, Vienna.

Aug. 2: Semi-annual meeting of the American Radio Telegraphers Association, New York.

Aug. 23: Credit Retailers' Ass'n of America annual convention, Hotel New Yorker, New York.

Oct. 21-22: American Ass'n of Advertising Agencies Pacific Coast Convention, Hotel Del Monte, Del Monte, Cal.

Nov. 26: Inter-American Radio Conference, Havana.

Cloutier In NBC Series

Norman Cloutier, conductor and arranger, with a 25-piece orchestra, started a new series over WJZ Sunday night. In addition to music from the popular field, their offerings run the gamut of light opera and musical comedy selections. The program will be heard each Sunday at 8:30 p.m.

Cloutier was brought here by NBC from WTIC, Hartford, Conn., where he was musical director for some time.

Warren Greenwood to Wed

Springfield, Mass.—It'll be wedding bells for Warren Greenwood, senior announcer at WMAS, on July 31. She's Amy Moore of Springfield.

Jack Holden, who announces the Ol Painter program at 6:30 a.m. over WMAQ, has been re-signed for 13 more weeks.



June 22
Greetings from Radio Daily
to
S. R. Wilhelm

WITH THE ★ WOMEN ★

By ADELE ALLERHAND

EVA LE GALLIENNE pays tribute to J. M. Barrie when she presents "Peter Pan" over the NBC-Blue Network, June 24 at 3:30-4:30....Virginia Verrill to play a double lead with Adolphe Menjou in the "Goldwyn Follies"....Ken Murray's improving on the old memoir system by placing his life story on record with a 16mm. color camera....That vocalizing zany, Martha Raye, is New York-bound on a personal appearance tour....She arrives July 7, opens in Boston July 15, in Detroit the 23rd and takes over Chi the 30th....Loretta Clemens heads the radiaristocracy on account of she rates a special salute from CBS page boys who do a combination salaam and "Heil" when she appears....Singing Sandra Brown has been signed by Charles Dornberger to help create "Swythm" with the new band at the Memphis Peabody Hotel.

▼ ▼
Helen O'Neill, who takes care of auditions for NBC in Frisco, departed Saturday for the Northwest, mountains, trees and all....She threatens anybody who mentions auditions during her vac with extinction....Ted Church and Leif Eid of NBC press department in N. Y. and Welbourn Kelly of the script department all absent for similar reasons....Florence Marks of NBC press joins the dolce far niente (loufing on vac, to you) contingent next week, to spend a month at Martha's Vineyard....CBS' Bob Trout is sporting an English raincoat these not-so-fine days....He got it from a compassionate Britisher during a soupy spell of English weather while announcing at the Coronation....Matrimony-bound....Alice Patton, NBC thespienne and musician of Chi, who weds W. Hatfield Smith, broker of that city, in August....

▼ ▼
The Ruth Donne Ensemble, aired over WBNO from the St. Charles Bar in New Orleans, has finished its season because the southern spot has dropped its music during remodeling operations....Estelle Taylor, beauteous flickerite, to do a personal appearance at the world premiere of the Bros. Warner's "The Singing Marine" at Wilmington's Aldine Theater, June 25....Mildred Brunelle of WSPR Cooking Forum fame takes a month's leave July 9 to take special advanced courses in presenting and conducting cooking forums, in the Fanny Farmer Cooking School, Boston....

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:
No. 44 of a Series

WMBD—Peoria, Ill.

1440 K.C.—1000 Watts L.S., 500 Watts Night.

EDGAR L. BILL, Mgr. CHAS. C. CALEY, Comm. Mgr.
HOWARD BEAN, Program Mgr.

WMBD is owned and operated by the Peoria Broadcasting Co. and is just a decade old. WMBD is rightfully proud of its phenomenal growth, having started its spurt only six years ago. In June, 1931, the present owners purchased WMBD, then a half-time station. Since that time the station has been granted full-time privileges by the FCC and has effected an affiliation with the Columbia Broadcasting System. Business volume today is greater in one month than it was in one year in 1931. Number of employees in that same span has increased from 16 to 40, and studios and equipment are of the latest type.

WMBD has, during its 10 years of broadcasting, co-operated fully with all civic and educational bodies in its vicinity. During 1936 the station presented special programs of 64 leading organizations which included, among others, the YMCA, Boy Scouts, Girl Scouts, Churches of various denominations, State and County departments and schools. More than 500 speakers were allowed to air their messages of general interest over WMBD during 1936. In addition to the figure, WMBD broadcast all leading speakers and special programs aired over the CBS chain. Commercial advertising over WMBD must pass a strict, but just, censorship before it is allowed to be aired. In the case of medicants, the o.k. of an expert, or a recognized organization must first be gained before the account is accepted.

National advertisers have found WMBD a valuable addition to a network broadcast. Among those utilizing WMBD regularly are the Chevrolet Motor Co., Texas Co., Ford Motor Co., Gillette Safety Razor Co., American Tobacco Co., Liggett & Myers Tobacco Co., R. J. Reynolds Tobacco Co., Lever Bros. Co., Colgate-Palmolive-Peet Co., Chrysler Corp. & Campbell Soup Co. Local advertisers have found WMBD gives them complete coverage of Central Illinois.

WMBD broadcasts 18 hours daily on 1440 kc., with a power output of 1,000 watts to local sunset and 500 watts thereafter. Studios and business offices are located in the Alliance Life Building in Peoria, and the transmitter is located between Peoria and Pekin, approximately 5 miles from Peoria. Free, Johns & Field, Inc., is the station's representative.

14 Stage Stars Signed For CBS' Shakespeare

(Continued from Page 1)

IV." Sir Cedric Hardwicke to play Malvolio in "Twelfth Night," Tallulah Bankhead as Viola in "Twelfth Night," Walter Abel as Horatio in "Hamlet," Montague Love as the King in "Hamlet," Grace George as the Queen in "Hamlet," Orson Welles as Duke in "Twelfth Night," William A. Brady as the Ghost in "Hamlet," Brian Aherne as Prince Hal in "Henry IV," Walter Connolly as Falstaff in "Henry IV" and Estelle Winwood as Maria in "Twelfth Night."

Mutual Picks Race Miker

Rusty Callow, coach of the University of Pennsylvania crew, has been selected by Mutual to broadcast the Yale-Harvard crew race next Friday.

THE NEW CRY OF THE OLD WEST



GENE O'FALLON, Manager
Suite 922—Hotel Sherman
(during N.A.B. Convention)

Rep. by JOHN BLAIR & CO.

GUEST-ING

JOHNNY GREEN, on Jack Benny program, June 27 (NBC-Red, 7 p.m.).

FRANCIS LEDERER and MADELEINE CARROLL, on "Hollywood Hotel," July 9 (CBS, 9 p.m.).

ROBERT ROSS, talent scout for Warner Bros., with Rose Pelwick on "Movie Pilot," tomorrow (WEAF, 7:30 p.m.). JOHN EMERY, actor, with Frank Nugent, on same program, June 25.

WALTER WINCHELL, playing the lead role in "Front Page," on the Lux Radio Theater, June 28 (CBS, 9 p.m.).

DICK BARTELL, JR., son of the ball player, on Col. Jack Major's program, June 28 (CBS, 3 p.m.).

JOE MORRISON, on Broadway Melody Hour, June 23 (WHN-WOR, 8 p.m.).

LEONARD SILLMAN, producer of "New Faces," on Norman Winter's Amusement Digest, tomorrow (WNEW, 8 p.m.).

RALPH KIRBERY

"The Dream Singer"

MANAGEMENT
WILLIAM MORRIS AGENCY
BILL MURRAY

We Have News for You!

Not only news of the world, for your audiences back home, but news of impending big developments that will interest you particularly.

Button-hole one of us around the hotel or look us up in Suites 105-106, 255.

Herb Moore
W. G. Quisenberry
John Parkerson
Bob Moore
Sims Guckenheimer
Mark Hawley
Rex Goad

Transradio Press Service

515 REGISTRATIONS IN ON SECOND DAY OF MEET

Chicago—Official NAB registration at the close of yesterday's meeting totaled approximately 515, with scores of others present at the convention not attending the meetings and hence not bothering to register. NAB officials feel that the lack of any pressing problems before the convention will prevent the meeting from exceeding last year's total of 700 attendees. The Braddock-Louis fight tonight may draw a number of one-day visitors to the convention who ordinarily would not attend.

Amer. Home Products Reserves NBC-Blue Spot

American Home Products has reserved the basic NBC-Blue network with WCKY on Tuesdays, Wednesdays, Thursdays, 7:15-7:30 p.m., beginning Sept. 28. No talent has been selected for the show. Fifty-two week contract was signed through Blackett-Sample-Hummert Inc.

KOBH Gets Power Boost

Rapid City, S. D.—KOBH last week received authority for increase in power to 250 watts day and 100 watts local sunset. This permits use of RCA transmitter type ET-4250-A.

Robert J. Dean is managing director of the station, with Archie W. Hall as program director. Studios are in the Alex Johnson Hotel at the "Gateway to the Black Hills."

ADOLF SCHMID

Conducting—Orchestration
INSTITUTE OF MUSICAL ART
JULLIARD SCHOOL OF MUSIC
New York City

Complete Studio Facilities for di- rect Recording or Electrical Transcription.

ADVERTISERS' RECORDING SERVICE

Instantaneous Recordings
113 WEST 57th STREET
NEW YORK CITY
Circle 7-6980

Programs That Have Made Station History

No. 12—WFBC's "Guess Time" and "Meetin' House in Dixie."

"Guess Time," now in its third year over WFBC, Greenville, S. C., sponsored by Belk-Simpson Department Store, is one of the outstanding merchandising successes staged by this station. The program is conducted by The Freshman, nee Eber Lineberger. "Guess Time," heard Tuesday through Saturday at 7:45 a.m., pulls from 100 to 300 letters and cards daily.

The Freshman, versatile announcer, pianist, and singer, conducts the programs in his own informal style, sings popular songs and playing a medley of three tunes. Listeners guess titles of the tunes and submit the titles to the station. The cards and letters with the correct titles are put in a hat and ten winners are selected. These winners receive two passes each to the New Paris Theater.

After three years of continuous

run, "Guess Time" grows in popularity.

Among WFBC's outstanding sustaining programs, "Meetin' House In Dixie" pulls its quantity of fan mail and audience approval. "Meetin' House In Dixie," now in its third month, as a broadcast feature, commands a wide audience. The program originates at a colored church in Greenville. It is conducted by Reverend Benny Campbell, pastor of the church. Negro Spirituals and Hymns are sung by the congregation, the clapping of hands and wailing of the colored folk add charm and color to the half hour. Reverend Benny Campbell's sermons are always unique and interesting.

Program is attractive, interesting, and sometimes humorous. "Meetin' House In Dixie," the old camp meeting at the Cross Roads, is broadcast over WFBC each Thursday 9:30 p.m.

Revival Remote on KFRO

Longview, Tex. — KFRO has been handling a remote broadcast from the tabernacle tent of the Ham Revival being held in Longview. The Revival broadcasts from 10 to 11 a.m. on all week days except Monday. This program has been on the station for the past seven weeks.

At a recent night meeting held for women only, the pastor asked the women present if they listened to the morning broadcasts on KFRO. Of the 1,800 present approximately 1,700 held up their hands indicating that they were listening to the daily devotional programs over KFRO.

Off to Cover Special Events

John Hartley, assistant director of special events, and four engineers will be on the road all this week covering three special events programs for NBC. First stop is Poughkeepsie for the collegiate rowing classic, then the American Cup Races off New London, Conn., then to Boston for a weather program from the Blue Hill Observatory. Charles Noble, WBZ announcer, will join the crew there and do the observatory broadcast. Engineers are J. Wiess, B. B. Whittemore, A. R. Thomson and E. C. Wilbur.

THE SONGBIRD OF THE SOUTH

KATE
SMITH

A & P BANDWAGON

THURSDAYS

CBS NETWORK 8-9 P.M., E.S.T.

EXCL. MANAGEMENT TED COLLINS

Viewpoints

Says Typing Discourages Individuality on Radio

"A few years ago, radio was heralded as the great new field for artists of every description. Within its folds was to be found employment for all those who could entertain. Then came classification and specialization and their inevitable strangulation effect. No longer is there a call for a comedian, an orchestra, a singer. Instead, there is a search for 'types'—a singer who can do a Crosby or an Eddy, a funny man who has the Fred Allen angle, a master of ceremonies who is like this or that prominent emcee. For the artist, it is no longer smart to be original, at least, not too original. And for the performer who has been accepted as a particular type, further developmental possibilities are practically stopped. He must stick to the role which has been associated with him. Perhaps there will be a day when Mister Public will become fed up on a diet of cut and dried 'types', and then will arise a lusty cry for variety and versatility." — RAY HEATHERTON.

Changes at Station WHBL

Changes in schedules at WHBL, Sheboygan, Wis., have put the Sheboygan Harmony Boys, old-time dance band, at 12:15 p.m. Sundays, and the Little German Band at 7:00 p.m. Thursdays.

In LOS ANGELES

(for Southern California coverage)

IT'S

Warner Bros.

K F W B

CHARGE LAWYERS USED CLERKS AS 'DUMMIES'

Washington Bureau, RADIO DAILY

Washington—FCC yesterday charged three girl secretaries in one of the largest law offices here were named as officers and directors of a dummy corporation formed for the purpose of applying to the commission for radio broadcasting facilities in distant cities.

Yesterday's charges came following the commission's action in formally accusing lawyers of unethical practices and citing them to show cause why they should not be suspended or disbarred.

Washington Bureau, RADIO DAILY

Washington—Categorically denying all of the charges made in an FCC order of May 19, asking that they be disbarred for allegedly filing applications in the name of so-called "dummy" applicants and for other specified reasons, Paul M. Segal and George S. Smith, attorneys, have filed pleas with the Commission asking that the charges be dismissed. A hearing on the charges was requested, unless the FCC should conclude that the order be dismissed.

Script Foundation Plans Awards for Best Works

(Continued from Page 1)

which have been broadcast over their facilities within the six-month period. First nominations will be received Sept. 1, and continue to Sept. 28.

First prize is \$100 cash; second and third, \$50 each; fourth, \$25.

Judges for the 1937-38 season are: For Broadcasting, Alfred J. McCosker; for the Theater, Brock Pemberton; for the Radio Critics, Ben Gross, radio critic of the New York Daily News; for the Sponsors, William Burnham, advertising manager, Bigelow-Sanford Carpet Co., Inc.; for Agency Production, Antony Sanford, radio director, J. Walter Thompson Co., New York; for the Actors, Selena Royle; for the Playwrights, Carl Reed, president of Elizabeth Marbury, Inc.; for the Technicians, Dr. O. H. Caldwell, former Federal Radio Commissioner, and editor of "Radio Today"; for the Radio Industry, Paul S. Ellison, Hygrade Sylvania Corp. and for the Committee, Georgia Backus, Joseph M. Koehler and Lloyd Jacquet, executive secretary.

Radio and Disk Sales Up

Washington Bureau, RADIO DAILY

Washington—Revealing a sizeable increase, the U. S. Treasury Bureau of Internal Revenue yesterday disclosed that internal revenue receipts on radios and phonograph records had increased \$8,324.08 in May, 1937, over the same period in 1936.

According to revenue bureau's figures, total receipts from radios and phonograph records for May in 1936 amounted to \$220,750.43 and in 1937 jumped to \$329,074.51.

RADIO DAILY**NEW BUSINESS**

Signed by Stations

San Francisco

KYA: Guarantee Union Life Insurance Co., through Stodel Adv'g Agency.

KJBS: S. & W. Fine Foods Inc., through Botsford, Constantine & Gardner; Standard Beverage Ltd., through Emil Reinhardt; James F. Waters Co., through Jim Diamond Agency.

WDNC, Durham, N. C.

Durham Coca-Cola Bottling Works, American Oil, Ban-Dan, Stephenson-Wilson-High (new Chrysler distributors), Durham Merchants Ass'n, Red Top Beer and Ale, Criterion Theater, Penni-Center.

WSPA, Spartanburg

American Oil Co., through Joseph Katz Co., Baltimore; Miller Tires, through local dealer; Gillette Tires, through Richmond Rubber Co., Richmond, Va.

KSL, Salt Lake City

Sears-Roebuck, featuring Ralph Hardy, commentator, with Announcer Francis Urry.

WFIL, Philadelphia

Tidewater Associated Oil Co., renews newscasts with Gene Morgan, 52 weeks, through Lennen & Mitchell, N. Y.

"One Price Plan" on ET's

Chicago—An attempt to inject the "one price plan" of selling and leasing transcriptions to stations is being made by Conquest Alliance Co.

Announcement of "Streamlined Serials," classified by production costs but not necessarily according to merit, was made at the opening of the NAB Convention in the Hotel Sherman, where Conquest has an exhibit of programs, portable audition units and radio combinations. The shows will consist of transcriptions having records of success on one or more stations, and new shows selected and produced by Conquest with former stage players and present network voices. Strip shows are low priced with the object of providing both sustaining and sponsored programs for stations and their advertisers with minimum budgets.

Good Work Builds Business. That's why we do 90 per cent of Hollywood's off the air recordings (AIR-CHEK).

ELECTRO-VOX RECORDING STUDIOS

(Originator and owner of Trade Mark AIR-CHEK)
5546 MELROSE HOLLYWOOD

**Labor Union Problems for CBS
Seen in CIO Unit Affiliation**

Action of the executive committee of the Association of Columbia Broadcast Technicians last Friday, dissolving the association and the 70 WABC engineers immediately becoming affiliated with the American Radio Telegraphists Association, a CIO union, is expected to bring labor troubles to CBS for the first time.

CBS has American Federation of Labor men on its payrolls now. In its playhouses the stage hands are members of the International Alliance of Theatrical Stage Employees and the house bands are members of local 802 of the American Federation of Musicians, both AFL unions. It was over the bitter opposition of the stage hands union that the engineers decided to join the ARTA.

Case is very similar to the WHN labor trouble which is slated to come up before the National Labor Relations Board on July 1. In this case the engineers became affiliated with ARTA and immediately three of the

WOR Special Events

In addition to WOR's airing a description of the Braddock-Louis fight on Tuesday, with Arthur Hale at the mike, WOR-Mutual will broadcast same day the Detroit Shriners' Convention Parade, 11:30-11:45 a.m., with Joe Gentile and Art Sutton describing, and on Friday will air the Yale-Harvard crew race at New London, about 7 p.m., with Dave Driscoll heading the staff. Transradio reports will be used for the Chicago fight.

Telecommunications Confab

An International Telecommunications Conference will be held in Cairo starting February 1, according to American Commercial Attache James T. Scott, Cairo, in a report to the Department of Commerce. An organizing committee has been formed in the Egyptian capital under the chairmanship of the Minister of Communications.

**TO REACH
2,000,000
Jews of
New York**

Jewish Programs (in ENGLISH) are a proven sales success on Station WMCA, New York.

**Advertisers and
Advertising Agencies**

Let us show you
what the public
and our other
advertisers say.

ADVERTISERS BROADCASTING CO.
205 E. 42nd St. New York
MUrray Hill 4-1364

Radio Patriot

L. B. Wilson, WCKY prexy, isn't attending the Braddock-Louis fight tonight. He says he'll enjoy it more over the radio.

AFL unions, motion picture operators, stage hands and musicians, filed a protest with Loew's Inc., owners of WHN. Protest stated that unless the ARTA engineers were dismissed the AFL would call a strike of all its personnel in Loew's Metropolitan Theaters. Hence, case was handed over to the NLRB and a vote will probably be taken next month on whom should represent the WHN employees.

That the WABC dilemma will be delayed pending the outcome of the WHN case is very probable. Meantime the ARTA is trying to sign up the rest of the CBS technicians employed in the eight other CBS owned and operated stations across the country—(KNX, WKRC, WEEL, WBBM, WJSV, KMOX, WBT and WCCO).

Mervyn Rathbone, president of the ARTA, says that engineers of WJSV, WEEL, WBT and KNX have already signified their intentions of joining the CIO union.

AGENCIES

BENTON & BOWLES, west coast offices located in the Equitable Building, Hollywood, were officially opened yesterday. Office will handle the west coast radio shows of the agency, with Herschel Williams and Chester McCracken in charge.

PEGGY PHILLIPS has resigned as account executive of the Bert Nevins publicity offices to accept a position on the scenario staff of Paramount pictures. No replacement has been announced as yet.

KELLY W. BLUMENSCHN, formerly associated with Kelly, Nason & Winsten, has joined the radio department of Blackett-Sample-Hummert, Inc. as commercial continuity writer.

Joines N. Y. Web Ad Staff

Burt Squire, general manager of the New York Broadcasting System, announced yesterday that G. William Anderson has been added to the sales staff of the network. Anderson has been closely connected with the advertising world for the past 17 years. He will confine his activities to the New York area.

In LOS ANGELES

(for Southern California coverage)

IT'S

Warner Bros.

K F W B**And now...NEW
TRANSCRIPTION HEADQUARTERS
in CHICAGO**

• You are cordially invited to see and inspect the only complete Vertical transcription facilities in the middle west. The new Chicago headquarters of World Broadcasting System are located at 301 East Erie Street—only two blocks east of Michigan Ave.

A hearty welcome awaits you at World's modern air-conditioned building, designed to serve every program requirement. Just telephone Superior 9114, or stop in at your convenience. Write for new, illustrated folder describing World's complete Chicago facilities.

**WORLD BROADCASTING
SYSTEM****301 East Erie Street****Chicago**



TRANSCRIBED PROGRAMS

Are Outstanding for Two Reasons

*BY TEST. . . THEY SATISFY THE LISTENERS AND BUILD FOR BIGGER AUDIENCES.
BY TEST...THEY ARE A PROFITABLE INVESTMENT FOR STATION AND SPONSOR.*
For the 1937-38 season, ATLAS Radio Corporation offers to stations TWENTY-SEVEN sure-fire result-getting programs. • Conceived and produced by outstanding radio showmen, with painstaking devotion to production detail and technical perfection...and with a basic idea offering great promotional possibilities.

An ARC production is a guarantee, always, of
a HIT show to the wide-awake broadcaster...

"CAPTAINS OF INDUSTRY" "PORTS OF CALL"
"SONGS OF THE WEST" "MAGIC ISLAND"

are just a few of the TWENTY-SEVEN ARC
programs that are established successes on the air.

At Convention Room 119—Sherman Hotel



A T L A S R A D I O C O R P O R A T I O N
HOME OFFICE 1540 BROADWAY, N.Y.C. • STUDIOS 930 NO. WESTERN AVE., HOLLYWOOD, CALIF.



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 95

NEW YORK, N. Y., WEDNESDAY, JUNE 23, 1937

FIVE CENTS

John Elmer NAB Prexy

WRTD COMPLETES STAFF; TAKES THE AIR TOMORROW

Richmond, Va.—WRTD, new local station has completed its staff with the appointment of Florence C. Thomas as program director and Bernard Dabney Jr., as continuity manager, and will take to the air tomorrow. Dabney was grabbed from the news field, having been a reporter on the Richmond Times Dispatch for the past six years.

The entire WRTD staff has been observing operations at WTAR, Norfolk, until departure for the first Richmond airing. Station goes NBC basic Blue network on June 27. John Carl Morgan, WTAR announcer, will go to Richmond for a few weeks, leaving Ernest Bowman, selected for the WRTD staff, at the Norfolk sta-

(Continued on Page 6)

Warren Hull As Emcee On "Show Boat" Hour

Warren Hull has been set as successor to Lanny Ross in the emcee spot of Maxwell House's "Show Boat," which starts emanating from the coast July 8 over the NBC-Red network. Virginia Verrill also has been set for the show. Benton &

(Continued on Page 3)

Radio-Television Exhibit By Westinghouse at Fair

Westinghouse Electric & Manufacturing Co. will present an exhibit and demonstrations of the latest developments in radio and television, among other things, at the New York World's Fair in 1939. The company has just signed the first formal contract for exhibit space in a building to be erected at the Fair.

Secret Ambition

Philadelphia — When an announcer on WFIL identified himself as 'Charlie Harris' in an exploitation airing from the new studios, staff couldn't figure who it was. Later revealed as Sam Rosenbaum, WFIL prexy, who has yen for mike speling and, not wishing to abuse his official capacity, assumed a moniker so he can start at bottom.

New NAB President



JOHN ELMER

NATIONWIDE ET CURBS PREDICTED BY PETRILLO

Chicago—James C. Petrillo, president of Chicago Federation of Musicians, returning yesterday from the Louisville convention, predicted that his drastic restrictions regulating musical recordings and electrical transcriptions which he imposed here last February would be made nationwide. Executive board of

(Continued on Page 4)

James V. Peppe Joins Wilson-Powell-Hayward

James V. Peppe, formerly director of Orchestral Relations Department of the Columbia Broadcasting System, has been appointed general manager of Wilson, Powell & Hayward

(Continued on Page 4)

Edward A. Allen is Re-elected By Independent Broadcasters

By HOWARD J. LONDON

Chicago — National Independent Broadcasters Incorporated, a group of so-called 100-watt station owners and operators which was organized within NAB ranks three years ago for the purpose of coordinating the efforts of the smaller and local outlets with a view to bringing the

Regular Ticket Wins 3-to-1—John Gillin Elected First Vice-President, William Scripps Second Vice-President

AFA FINDS RADIO AIDS NEWSPAPER PROMOTION

Departmental sessions were the only activity of the second day of the American Federation of Advertisers convention yesterday in the Hotel Pennsylvania. Radio's value in the promotion of daily newspapers was discussed at length early in the day, when Jake Albert, promotion manager of the Detroit News, headed a breakfast clinic composed of John Bradford, Rockford; Bradford Wyckoff, Troy; Charles Baum, Portland; Walter Tyson, Minneapolis; Fred Phillips and F. B. Rogger.

Discussion concerned itself with the newspaper's use of radio as a

(Continued on Page 3)

New WTAR Transmitter Is Placed in Operation

Norfolk—Without ceremony, WTAR engineers threw the switches that sent the program into the ether from the new transmitting plant in Glen

(Continued on Page 3)

Philco Adv'g Budget Is Being Boosted 50%

Philco Radio & Television Corp. revealed yesterday, at the opening of a showing of new models, that the corporation would increase its advertising budget 50 per cent for the new 1938 line of radio sets. The show is

(Continued on Page 7)

By M. H. SHAPIRO

Chicago—In the face of an opposition ticket headed by Ed Craney, the regular ticket by the NAB nominating committee rode to a 3-to-1 victory, the delegates giving John Elmer of WCBM, Baltimore, the office of president by a vote of 147 out of a possible 199 ballots cast. Craney drew 52 votes.

John J. Gillin, Jr., of WOW, Omaha, was elected first vice-president, with a vote of 148, and William J. Scripps of WWJ, Detroit, received 152 ballots for office of second vice-president.

There being no opposition or independent slate relative to the nominating committee's selections for board of director terms, election of this list was done from the floor by

(Continued on Page 3)

PROGRAM DIRECTOR UNIT IS FORMED AS NAB MEET

Chicago—An idea that originated with Jimmy Willson of WWL, New Orleans, and received approval of Managing Director James W. Baldwin, resulted in the formation yesterday of "The Program Director's Section", a new sub-group within the NAB fold.

Purpose of the new group is to exchange program ideas and discuss mutual problems. After a two and one-half hour interesting session, Willson was elected chairman of the

(Continued on Page 6)

Degree for DeForest

Chicago — Lewis Institute, technical college, today will confer honorary degree of Doctor of Engineering on Dr. Lee DeForest, inventor of audion radio tube and father of modern radio. Dr. De Forest is here from Hollywood for the occasion. His first experiments were conducted while instructor at Armour Tech here 30 years ago.

local markets to the attention of national advertisers, has voted to definitely proceed with its original plans.

At a meeting held yesterday afternoon, officers for the coming year were elected, with Edward A. Allen of WLVA, Lynchburg, Va., being re-elected president. Allen is founder

(Continued on Page 4)



Vol. 1, No. 95 Wed., June 23, 1937 Price 5 Cts.

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Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk and Verne Bailey, 6425 Hollywood Blvd. Phone Granite 6607.

Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

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FINANCIAL

(Tuesday, June 22)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	164 1/2	163 3/8	164 3/8	+ 1
Crosley Radio	20	20	20	+ 1/2
Gen. Electric	53	52 1/2	52 5/8	+ 1/2
North American	23 1/4	22 1/2	22 7/8	- 1/8
RCA Common	8 1/8	8	8
RCA First Ffd.	64 1/4	63 3/8	63 3/8	+ 3/8
RCA \$5 Pfd. B	17 5/8	17 1/2	17 1/2	- 1/8
Stewart Warner	33	32	33	+ 1 1/8
Zenith Radio	33	32	33	+ 1 1/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.	2 1/2	2 1/2	2 1/2	- 1/4
Majestic	1 1/2	1 1/2	1 1/2
Nat. Union Radio	1 1/2	1 1/2	1 1/2

OVER THE COUNTER

	Bid	Asked
CBS A	27 1/2	29
CBS B	27	28 1/2
Stromberg Carlson	13	15

New Music Works on NBC

World premiere of one work and the first broadcast performance of another will add musical significance to the NBC Music Guild program featuring the works of the young American composer, Ulric Cole, tomorrow 2-2:30 p.m. over the NBC-Red network.

The program will open with the first performance anywhere of two movements from a suite for string quartet, to be played by Mara Sebriansky, first violin; Frederic Dvonch, second violin; Frank Brieff, viola, and Bernard Greenhouse, cello. The second chamber work, to be heard for the first time by radio audiences, will be a quintet for piano and strings. This will be played by the composer at the piano and the above quartet.

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Noiseless Film and Wax Recording

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NAB Dues Hike Voted Down; Action on Other Resolutions

Chicago—Resolutions before the NAB convention delegates were disposed of to some extent, at least two major issues being worked out from the floor yesterday. These included the proposed amendment to increase the membership dues, the proposal being lost by unanimous vote.

The proposed amendment to have owners of more than one station take out a membership for each outlet was tabled for further discussion and may come up today. One speaker believed the proposal unconstitutional in its effort to force such membership. Amendment whereby the outgoing president of NAB in each case would automatically become a member of the board of directors was favorably voted upon, although the retiring president, C. W. Myers, advised that he was against such an amendment to the by-laws.

Later in the day, with a small representation or delegates who were waiting for the election votes to be counted, some additional resolutions were voted upon, although it was originally planned that only the non-controversial items would be chosen. These included the usual thanks for use of the hall and local committees, thanks to FCC Chairman Judge Sykes and the resolutions already acted upon in past conventions but still in need of attention, including

an affirmative vote to seek a three-year license term for broadcasters, authorization of the NAB to continue to work for a "per piece method" of performing rights license fees, affirmative vote to encourage the prosecution of the government suit against Ascapi and affirmative vote to have the NAB as an organization further the efforts to have the Duffy copyright bill passed.

Approval also was voted to take the action desired on the NAB Bureau of Copyright which includes the preservation for the NAB of 51 per cent of the stock in the Bureau, and to promote an advertising bureau whereby the NAB will publicize under the board of directors' supervision the true picture of the broadcasting industry to the public at large.

Favorable vote obtained to work against the passage of the Congressman Celler bill for a government-owned station. The proposal of Ed Craney that each state have a member on a committee which would cooperate on copyright matters was referred to the board of directors. The motion to seek to establish one week in each year to be known as "National Radio Week" was quickly lost. Action on the petition of Fred J. Hart of KCBM, Honolulu, for a reorganization of the NAB was tabled until today.

New WMCA Femme Series

A new 15-minute sustaining series, dedicated to successful women in all fields, replaces the "Vanishing American" series on WMCA, Wednesdays at 8:45 p.m. Frankie Basch will interview one outstanding feminine personality every week. A feature of the program will be an organ, playing the popular song current when the woman of the week got her start in business.

Buccaneers to Detroit

The Buccaneers, a male quartet now broadcasting from the Cleveland Exposition, close their engagement tomorrow, and will open at the Michigan Theater, Detroit, on Friday. Deal was set by Henry Frankel of the WOR Artists Bureau.

Pepper-Upper Guest Star

Dallas—Senora Milla Dominguez, wife of the Mexican consul here, will be guest star on Dr. Pepper's Pepper-Upper program of June 27, which will be dedicated to June bridegrooms. Jimmy Jefferies is comedy star of the program, with Roy Cowan and Sugah among featured performers.

COMING and GOING

CAMPBELL ARNOUX, general manager of WJAR, Norfolk, will visit Richmond for the WRTD opening after he finishes his NAB Chicago convention sojourn.

PETER DONALD, JR., character actor heard in NBC and CBS programs, sails June 29 on the Lafayette for a three-month visit to England and Ireland. He expects to do some radio work abroad.

CHARLES E. GREEN, president of Consolidated Radio Artists' Inc., who left Saturday for a westward business trip, will continue on to Hollywood.

MILTON BERLE arrived in Chicago yesterday to attend the Braddock-Louis fight.

GEORGE RAFT is en route to New York from Chicago, where he was among the fight spectators.

FERDE GROFE left yesterday for Philadelphia to fulfill a concert engagement. He is accompanied by WILL YOLEN of the Earle Ferris office.

BILL STERN, NBC sports expert, will arrive in Milwaukee on July 3 to air the AAU Track and Field Championships to be held at the Marquette University Stadium.

BURNS LEE of Benton and Bowles left yesterday for Hollywood to take over the publicity end of the agency's new offices there.

TODD SLOAN, engineering supervisor of KYW, Philadelphia, sails this week for a West Indies cruise.

THE MILLS BROTHERS leave on their European tour June 30.

GEORGE McELRATH, NBC engineer, DON GLASSMAN, NBC press, CHARLES RANGER, sound effects, THOMAS REILLY, production manager of NBC and CHARLES WARBURTON, NBC production supervisor, all leave on vacations this Friday.

JAMES WOOD, NBC engineer, sails for Europe on June 29.

REWARDED

The Coward Shoe was rewarded with 1,286 replies on a 15-minute Jewish program at a cost of less than 6c each.

Ask about our audience
Tested Jewish programs

Sell it to Cohen

Through New York's quickest approach to the Jewish market

WLTH

New York City

GREETINGS TO STATIONS CARRYING

RIPPLING RHYTHM

....Shep Fields

TO REACH 2,000,000 Jews of New York

Jewish Programs (in ENGLISH) are a proven sales success on Station WMCA, New York.

Advertisers and
Advertising Agencies

Let us show you
what the public
and our other
advertisers say.

ADVERTISERS BROADCASTING CO.
205 E. 42nd St. New York
MUrray Hill 4-1364

JOHN ELMER IS ELECTED PRESIDENT OF THE NAB

(Continued from Page 1)

unanimous vote, prior to the ballots being cast for higher offices. This also held good for Harold V. Hough of WBAP, who was unanimously re-elected treasurer.

Directors elected for a three-year term are: Charles W. Myers, KOIN, Portland, Ore. (retiring president); Herbert Hollister, KANS, Wichita; Harry C. Butcher, WJSV, Washington, a CBS outlet; Frank M. Russell, WRC, Washington, NBC outlet, and Theodore C. Streibert of WOR-Mutual, New York.

Gene Dyer, of WGES, Chicago, was elected to the board for a one-year term.

Before the voting began, open discussion brought several broadcasters to the front speaking in favor of John Elmer as an all-around capable man who would be in a position to devote the necessary time. These included outgoing president Myers, Arthur B. Church, Stanley Hubbard, Edward A. Allen and Bill Way. Last mentioned also went on record as being against the present method of fighting Ascap. Peculiarly enough, no one spoke in favor of Craney, but this was regarded at the time as no indication of how the actual voting would result.

Bill Hedges, pressed into service for some parliamentary procedure by President Myers, suggested that both the regular and independent ticket nominees be placed on the one ballot sheet to facilitate matters for a faster vote. This was done, although at the moment it appeared that the independent ticket might benefit thereby. Yet Hedges advised voters to vote a straight ticket, one way or the other.

Election of John Elmer is a concession to the so-called 100-watters, or small station owners, who have been seeking for years to have a president from their ranks. At the same time, Elmer had the backing of many large station owners as well.

The insurgent group which made up the Craney ticket did so on the strength of his copyright activities and his strong hand in having anti-Ascap legislation passed in Montana, Washington and Nebraska. Opinion of many older members, however, was that Craney was not yet ripe for the presidency and possibly too drastic in his methods.

Sousa's Grandson Joins NBC

John Phillip Sousa, grandson of the late bandmaster, has been added to the NBC mail staff.

RADIO EVENTS, INC.
AN INDEPENDENT PRODUCING GROUP
SERVING ADVERTISING AGENCIES

535 Fifth Avenue,
New York, N.Y.

From script to production—
that's extra something that's good radio

Radio Set Sales Shift to Small Towns

Chicago—Farms and small towns are now buying radios at a faster proportionate rate than the large cities. President E. F. McDonald Jr. of Zenith Radio Corp. told stockholders at the company's annual meeting of stockholders held here yesterday.

Production of radio sets by Zenith in the fiscal year starting May 1 is 50 per cent ahead of last year, despite removal to a new plant, said McDonald, who credited the increase largely to the switch in market from large cities to the rural communities.

Warren Hull as Emcee On "Show Boat" Hour

(Continued from Page 1)

Bowles, agency handling the show, has not yet confirmed reports that Meredith Willson and his orchestra will succeed Al Goodman.

Charles Winninger, who resumes as skipper of the program, appeared as a guest on the Jell-O program Sunday, at which time it was announced that Willson's orchestra would be heard on "Show Boat."

Earl Harper Wins Contest

Earl Harper, sports commentator for WNEW, is the first prize winner in the second of the Steinie bottle contests sponsored by Glass Container Ass'n. Award, consisting of two round trip tickets to California, was for the best letter beginning with the words, "I prefer my favorite beer in a Steinie because . . ."

Harper and the missus plan to make the trip to California in the fall.

KDKA Duet Becomes Trio

"Sunbeam" Billy Hinds of the KDKA (Pittsburgh) announcing staff, has been adopted by three girls. For some time back, the Weston Sisters have been heard as a girl trio in the vocal interruptions to KDKA programs by Slim and Jack and their Gang. Hinds joins the girls in the capacity of soloist and the trio will hum background harmonies to novelty numbers. They will be heard from KDKA at 1 p.m. Friday.

**Not the Cheapest,
But the Best Di-
rect Recordings.**

ADVERTISERS' RECORDING SERVICE

Instantaneous Recordings
113 WEST 57th STREET
NEW YORK CITY
Circle 7-6980

New WTAR Transmitter Is Placed in Operation

(Continued from Page 1)

Rock, Princess Anne County, and silenced the former scene of operations on the Virginia Beach Boulevard. Against 500 watts power at night on which station has been operating for some years, the new directional array, with increased power, will result in sending the equivalent of almost 4000 watts into the station's primary area 18 hours daily.

Lanny Ross Signs Warner Deal

Lanny Ross, star of the Maxwell House "Show Boat," has been signed by Warner Bros. Pictures and will go to Hollywood following next week's broadcast. Ross, who has refused picture contracts since 1934, consented to the WB. deal because, on account of the death of an infant in childbirth, he felt the change of scenery would help Mrs. Ross and himself.

AFA FINDS RADIO AIDS NEWSPAPER PROMOTION

(Continued from Page 1)

means of promoting circulation. Bradford Wyckoff, representing the Record Newspapers of Troy, N. Y., stated that his interest in the meeting was primarily to discover the value of his papers' association with a radio station, an affiliation that does not exist at present. Discussion was allotted one hour, then adjourned.

The value of outstate broadcasting, however, came in for additional discussion, with a general concession of parties present that it was of definite value. Spot radio is also being used as a medium for interstate and outstate promotional purposes.

Today's calendar, the last of the convention, is headed by an election of officers and will be climaxed by a reception in the evening. Speakers at today's luncheon include Mayor LaGuardia and Henry Eckhardt, AAAA chairman. Lee J. Eastman, president of Packard Motor, will preside as chairman. WOR will air the talks.

KMMJ

Clay Center, Neb.

The favorite family station.

They're STREAMLINING into

Room Five Hundred 'n' Thirty-nine in Chicago's Hotel Sherman to hear Conquest's new

STREAMLINED SERIALS

Here's a new method of producing and distributing quality transcriptions!

Selected shows . . . tested transcriptions . . . proven profit-producers . . . Classified and definitely priced for easy selling to sponsors.

Low priced at one-sixth of each station's daytime quarter-hour rate, subject to following reduced minimums:

Class A \$4.00
Class B \$3.50
Class C \$3.00

Conquest's new Combination Audition Unit and Radio Receiver, with microphone attachment, and the new, improved Audition Unit . . . both portable . . . on view now at the NAB Convention.

Write or phone for information

CONQUEST ALLIANCE CO., Inc.

515 Madison Avenue
New York City

228 No. LaSalle St.
Chicago

INDEP'T BROADCASTERS RE-ELECT ALLEN HEAD

(Continued from Page 1)
of the organization. Edward E. Bishop of WGH was made vice-president; W. W. Behrman of WBOW was elected secretary, and Arthur Westlund of KRE, treasurer. Board of directors elected includes: James Curtis, KFRO; Clifford Chaffey, WEEN, and W. B. Greenwald, KWBG. Prolonged session brought out interesting developments and it was the consensus of opinion that the drive to be made this coming season will result in definite progress being made. Member stations are offered by the IBA as an unconnected network of nearly 100 stations for use of transcription programs at various rates, national and local.

Marsala's Contract Renewed

Joe Marsala's swing band, currently featured at the N. Y. Hickory House, has had its contract renewed, marking the start of its fourth month there.

In the heart of Radioland—Hollywood's
most modern transcription studios

THE AEROGRAM CORP.

"from script to disk"

1611 Cosmo St.

Hollywood

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:
No. 45 of a Series

KDB—Santa Barbara, Cal.

1,500 Kc.—250 Watts LS, 100 Watts N.

DON HASTINGS, Manager

ROBERT C. MOODY, Chief Engineer

KDB has served Santa Barbara and the adjoining cities of Ventura and Oxnard since 1925. It is the only radio station in Santa Barbara and Ventura Counties. When first opened, the call letters were KFRC. In 1927 these were changed to KDB, and station was moved to the Faulding Hotel, its present location.

KDB is a member of the Don Lee Broadcasting System and affiliated with the Mutual network. A new Western Electric transmitter has been installed and plans are now made for moving into larger quarters in the heart of the business district.

The only original Spanish orchestra on the air today is broadcast over KDB and is heard coast-to-coast over the Mutual Broadcasting System. Don Hastings, manager of KDB, is a veteran in radio, having started in 1926 in Indianapolis. He has had wide experience, having been announcer, special events director, program director, continuity writer and producer, and manager of various stations, as well as sports announcer for Columbia Broadcasting System and originator of the first Radio Announcers School.

Robert Moody, chief engineer of KDB, has been with the station for over six years and is recognized as one of the leading radio engineers of the West. He has written several articles on radio engineering that have been accepted for publication.

Lucille and Lanny on NBC

Lucille and Lanny, formerly featured on WNEW, take over an NBC spot, Tuesdays and Thursdays, over WJZ and the Blue network, at five in the afternoon, effective June 29. Deal set by Lester Lee.

James V. Peppe Joins Wilson-Powell-Hayward

(Continued from Page 1)

Inc. The appointment becomes effective next Monday. Roy Wilson, president, made the announcement yesterday, and at the same time intimated that the agency will shortly expand its activities not only in New York but in additional cities throughout the country.

"Wheaties Champions of Harmony"

KAY & BUDDY ARNOLD

Sponsored by General Mills

WMCA

2:30-5:30 Daily

AIR FEATURES, Inc.

RADIO PRODUCTIONS

247 Park Ave.

New York City

NATIONWIDE ET CURBS PREDICTED BY PETRILLO

(Continued from Page 1)

American Federation of Musicians will deal with the ET situation in New York on July 20 in accordance with action of the Louisville convention.

"The American Federation of Musicians will dictate henceforth under what circumstances records can be made," Petrillo said. "Those days of recording companies doing what they please so far as music is concerned are all over. The AFM is going to know from now on where the recordings are going and what's going to be done with them. The AFM will lay down rules regulating and controlling recording of music, and every local in the country will follow these orders. We are out to put musicians to work and we know we can do it by making the record and transcription outfits do what we tell them."

Station Contract Ruled Within State's Court

New Orleans—State courts have jurisdiction over contracts affecting radio stations under certain circumstances, State Supreme Court ruled here yesterday supporting appeal of Attorney J. Studebaker Lucas over ruling of lower courts. The lower court, in a suit wherein Southern Broadcasting Co., through Lucas, asked injunctions restraining Charles Carlson, owner of WJBW. Here, from alleged acts nullifying a contract, Southern had to manage WJBW, had decided it lacked jurisdiction and matter was for FCC. Supreme Court's stand is said to be based on principle that state courts have jurisdiction to aid interstate commerce unless specifically denied, and that FCC act does not empower commission or Federal courts with authority in such matters. Lucas was said to be pressing for hearing on injunction soon, and that Southern had FCC requests to erect 100-watt transmitters in Bogalusa, La., and McComb, Miss., as well as permission to operate here on WJBW's wavelength.

Clyde Barrie in Workshop Play

Clyde Barrie, CBS baritone, and a Negro chorus have been added to the Columbia Workshop's dramatization of "Babouk," which will be presented next Sunday, 7-7:30 p.m., over the CBS network. An original music score based on African themes also has been added to provide jungle background.

GREETINGS to NAB CONVENTION

BILL ELLSWORTH

RADIO TALENT

75 E. WACKER DRIVE
CHICAGO, ILL.

FLY UNITED'S NEW "MAINLINERS"

3 NON-STOP FLIGHTS DAILY

BETWEEN

CHICAGO and NEW YORK

IN THE

DELUXE "SKYLOUNGE"

A 21 PASSENGER CABIN WITH ONLY 14 LOUNGE CHAIRS

THE "CONTINENTAL" COAST TO COAST

ONLY 3 STOPS—TO LOS ANGELES OR SAN FRANCISCO
FROM NEW YORK

UNITED AIR LINES

FOR INFORMATION AND RESERVATIONS CALL

NEAREST UNITED OFFICE OR YOUR TRAVEL AGENT

☆ F. C. C. ☆ ACTIVITIES

HEARINGS SCHEDULED

June 28: El Paso Broadcasting Co., El Paso. CP for new station. 940 kc., 1 KW., unlimited.

World Publishing Co., Tulsa. CP for new station. 940 kc., 1 KW., 5 KW. LS., unlimited.

KGKL, San Angelo, Tex. CP for change in power and frequency to 940 kc., 1 KW., 5 KW. LS., unlimited.

The Tribune Co., Tampa, Fla. CP for new station. 940 kc., 1 KW., 5 KW. LS., unlimited.

Earl Weir, St. Petersburg, Fla. CP for new station. 1370 kc., 100 watts, unlimited.

KCMO, Kansas City, Mo. CP for change in frequency and power to 1450 kc., 1 KW., unlimited.

Sept. 16: Leonard A. Versluis, Grand Rapids, Mich. CP for new station. 830 kc., 500 watts, daytime.

WMEX, Boston. CP for change in power to 5 KW., 1470 kc., unlimited.

APPLICATIONS RECEIVED

KLZ Broadcasting Co., Denver. CP for new relay station. 31100, 34600, 37600, 40600 kc., 1 watt.

BOSTON

Gordon Swan has been appointed program director of WBZ-WBZA by manager John A. Holman in the absence of John F. McNamara, who sailed last Saturday for a six-months tour of Europe.

Ruth Chilton, WEEI songstress, will be heard on WSyr in Syracuse after July 14. In addition to her singing, Ruth will also write continuity. For years Ruth has been one of the busiest vocalists in Boston radio. Recently she had as many as six shows a week on WEEI.

Kay Kyser and his orchestra opened at the Ritz Carlton Hotel Roof this week. WEEI making two pickups weekly, on Tuesday and Thursday nights at 11:30 o'clock.

John A. Holman, general manager of WBZ-WBZA, was made an honorary vice-president of the Scituate Players, a new little theater movement which recruits only local talent. Holman lives in the South Shore town.

WEEI's "Goofs," headed by Del Castillo, will appear today at the National Retail Grocers Association convention at the Hotel Statler.

Bill Williams, ace sports reporter for WBZ-WBZA, returns to those airways Monday 28 after an absence of several years. He replaces Dick McDonough and Bill Daley, and will have two daily spots, 6:25 and 11:10 p.m.

Lloyd Dennis, former WBZ-WBZA announcer, now handling assignments at WCSV, Washington. Fred B. Cole has been signed by WBZ to fill Dennis' place.

CLYDE BARRIE
CBS

Thursday

6:15 P.M.

NEW PROGRAMS—IDEAS

WFIL Joins Camera Clubs

Falling in with the camera craze, WFIL will start its "Camera Club" on June 29. Programs will combine instruction, inside tips and real entertainment. Various members of the Photographers Guild will guestar on each broadcast. Initial show will open with a brief talk on the history of photography and the camera, followed by a round robin among Guild members on the art of picture taking, emphasizing the do's and don'ts. Last five minutes will be turned over to a swarm of candid camera bugs who will attend each program, with the announcer trying to tell listeners what happens when a flock of candid camera bugs are turned loose in a radio station.

"Cultural Olympics"

A running review of the first year's activities of the "Cultural Olympics," sponsored by the University of Pennsylvania, and a microphone presentation of the outstanding talent uncovered, will be featured in a new series of weekly programs over WFIL, Philadelphia, under the personal direction of George H. Johnson, president of Lit Brothers department store, part-owner of station. Olympics were designed primarily to give the artistic youth of the city the same recognition as has been accorded those athletically inclined. It was hoped that through competition, just as in sportdom, much worthwhile talent would be brought to light.

KDKA Summer Smiles Special

An ideal summer program has been devised by KDKA (Pittsburgh) and will make its debut on the air as a weekly booking at 7:30 p.m. July 8. It will be called George Heid's Revue and will be 15 consecutive minutes of smiles, according to George. The M.C. Pat Haley and the Lawson

WBIG to Cover Junior Golf

Among the sporting events that WBIG, Greensboro, will cover is the 11th Annual Junior Golf Championship of the Carolinas, to be played at Sedgefield, June 21-24; the semi-pro baseball tournament in Greensboro, July 1-13 and Greensboro's entry in the National Marble Tournament, Wildwood, N. J., the week of June 27.

In Baltimore, it's
WFBR
NATIONAL REPRESENTATIVES
EDWARD PETRY & CO.

Sisters, together with Heid, will do the vocalistics; Al DiLernia, accordionist, will add instrumental variety, and a novelty swing group, directed by Al Egizi, will contribute the orchestral effects.

No Dice on This One

Travis Barnes, WTAR (Norfolk) salesman, hitherto has been imbued with the thought that if you have an idea for a program, you can find a sponsor. Barnes' latest brainstorm backfired on this subtle bit of reasoning when his mind rewarded him with a strange thing called "The Credit Column of the Air." Barnes claims the idea is to broadcast the names of the city's leading debtors until they pay their bills, and thus scare everybody into paying up. Just what this would do to finances in Norfolk isn't certain, but it's pretty definite what might happen to Barnes.

Daily Mystery Tune

John Holtman, conductor of the Early Bird program broadcast at 7-8 a.m. on WFBM, Indianapolis, has added a "mystery tune" to the records played each morning. At end of week, every correct list gets a theater pass. Holtman claims to be able to tell after several weeks when audience reached low ebb by computing his mail response.

GUEST-ING

VIRGINIA BRUCE, FRANCHOT TONE and MAUREEN O'SULLIVAN in "Between Two Women," on "Hollywood Hotel," July 2 (CBS, 9 p.m.). MADELEINE CARROLL and FRANCIS LEDERER in "It's All Yours," on same program July 9; ROBERT TAYLOR, ELEANOR POWELL, SOPHIE TUCKER and BUDDY EBSEN, in "Broadway Melody of 1938," on same program July 16.

THE SWINGTIME BOYS, on Fred Allen program, tonight (NBC-Red, 9 p.m.). Booking set by Central Artists Bureau.

BUNNY BERIGAN, on Maurice Hart's Request Club program, June 25 (WAAT, 5:30 p.m.).

MARTA ABBA and JOHN HALLIDAY of "Tovarich," on James Melton's "Sealtest Sunday Night Party," June 27 (NBC-Red, 10 p.m.).

LUCREZIA BORI, MISCHA MISCHAKOFF, JAN PEERCE, SHEILA BARRETT and RICHARD HIMBER and his orchestra, on Magic Key of RCA, June 27 (NBC-Blue, 2 p.m.).

C. P. MacGREGOR
Hollywood

AT the CONVENTION
Room 424
Sherman Hotel

IRVING REIS [CBS]

WROTE AND DIRECTED

St. Louis Blues

Meridian 7-1212

The Half Pint Flask

End to a Dream

Split-Seconds

Twelve Crowded Months

PRODUCED AND DIRECTED

The Fall of the City
by Archibald MacLeish

Supply and Demand
by Irwin Shaw

Paul Revere
by Stephen Vincent Benet

(And 42 other productions
for "The Columbia Workshop")

IN PREPARATION

2 Books for Fall
Publication

The Columbia Workshop
(Farrar & Rinehart)

Six Plays for Radio

2 New Originals for
Radio

Audition—A Study in
Monotony

Mr. Dynamite

PROGRAM DIRECTOR UNIT IS FORMED AS NAB MEET

(Continued from Page 1)

Program Director's Section and J. Neil Regan was made secretary.

A committee was also formed to proceed with the various items discussed and these include the exchange forthwith of at least two programs, possibly at regular intervals, so that directors in other parts of the country may profit by unusual ideas or new wrinkles. The committee consists of Art Kirkham of KOIN; Nicholas Pagliara of the West Virginia network, and Ezra A. McIntosh of WWNC.

The committee will seek to have as many stations as possible next year and send their program directors to the NAB convention.

Programs That Have Made Station History

No. 13—WNBR's "Amateur Night on Beale Street."

ONE of the most unusual and colorful radio presentations in the country is "Amateur Night on Beale Street" aired over WNBR, Memphis, where Mallory Chamberlin is manager.

This popular feature, which has been the responsibility of Grover A. Godfrey Jr., commercial manager of the station, since its inception some 125 weeks ago, is put on every Tuesday night, 9:05-11 o'clock. The programs originate from the stage of the Beale Street Palace Theater—the oldest showhouse for colored in the South—located in the heart of famous old Beale Street where the Blues were born. On this very stage W. C. Handy's original Dixieland Band first played "The St. Louis Blues," "The Memphis Blues," "The Yellow Dog Blues" and other numbers composed and published by the "daddy of the blues." Jimmy Lunceford made his first public appearance here. Many negro stage and film careers started on the stage of the Beale Street Palace Theater. This historical setting for the broadcasts has helped greatly to add to their popularity; the stage is a constant reminder and source of hope for amateurs who stop to think of those who got their start here. When an amateur "comes thru" for the satisfac-

tion of the "Amateur Night on Beale" audience, his hope runs high for bigger and better things.

The programs are MC's by the Professor of Mathematics in the Booker T. Washington Public High School—Prof. Nat D. Williams, "the Major Bowes of Beale Street." Nat, in addition to his professorial activities, edits a column for a syndicate of 28 negro newspapers. He is on the Board of Directors of the "Cotton Makers Fiesta"—colored division of the Memphis Cotton Carnival. Nat handles publicity on various colored promotions; he produces a show called "The Booker T. Follies," which is presented annually on the auditorium stage of Booker T. High. Generally, Nat has a job to do relative to all negro activities in this territory calling for a knowledge of showmanship. But his one BIG job—his biggest pride—is handling "Amateur Night on Beale Street" each Tuesday night.

On the stage for each program is a 12-piece orchestra from the Brown Derby Nite Club. "Amateur Night on Beale Street" gives the amateurs the accompaniment of a full band. Programs open and close with the one logical theme—"Beale Street Blues," played in a special arrangement. Amateurs are both adults and juveniles; cash prizes are given for both classes. Amateurs come from all over this tri-state territory—a population comprised of 41 per cent negro.

Each amateur is presented to the audience in the usual way, and then he's "put on his own." If the theater audience likes the amateur well enough, he is permitted to remain to finish his number. If the audiences don't appreciate his efforts, they boo, stamp, whistle—and sometimes THROW miscellaneous articles at the bewildered applicant. When Nat is convinced that his applicant "hash't got the stuff," he nods to an aide and a volley of gunfire (.45 blanks) and smoke bursts forth, signifying only

WRTD COMPLETES STAFF; TAKES THE AIR TOMORROW

(Continued from Page 1)

tion. Office and air crew will work from temporary quarters in the State Planters Bank Building until the middle of July, when its penthouse studios and offices will be furnished.

one thing to the applicant, the theater audience and the radio audience. The amateur may come back for another trial on any future program if he feels that his presentation has been improved. Professor Williams believes in giving the amateurs all "breaks" possible.

During 125 broadcasts every type of "amateur" imaginable has appeared. Snake charmers, glass eaters, a man who drove nails with his head, a man who tap-danced on his hands, the musical-spoon boy, imitators, dancers, singers, comedians, etc.

Last year, W. C. Handy was visiting in Memphis and consented to be guest MC for one of the broadcasts. This was one of the most talked-about programs ever given here. Jesse Owens, Fats Waller and other bigwig septa stars have visited the program. The most recent accomplishment of the program happened just two weeks ago when the Five Cabin Kids—Fox movie artists—added two "Beale Street" amateurs to their company. Many of the amateurs have left Memphis to join stage shows, to travel with orchestras, to dance and sing in night clubs, and to tour with medicine shows! Station receives letters from those who have "gone up" and their letters are read during the weekly broadcasts. A Mutual broadcast, though very bad, brought favorable comments and inquiries from all over the United States.

From the standpoint of gate receipts, "Amateur Night on Beale Street" has been a huge success. More than 100,000 admissions (colored) have been collected. A packed house of more than 1,400 is a regular Tuesday occurrence at the Palace. Close cooperation on the part of the theater management, WNBR and Nat Williams has brought about one of the most popular programs in this territory. Harry Martin, movie editor and columnist for the Memphis Commercial-Appeal, once said in his daily column: "that 'Amateur Night on Beale Street' is Memphis' best local radio program."

"Amateur Night on Beale Street" has received write-ups in The Advertiser, a story in Scribners magazine and in Readers Digest. Trade papers also have praised it. Program has been sponsored about 65 weeks by a credit clothing store.

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FURGASON & ASTON



Representation with Concentration

SIX CINCY ZOO OPERAS WILL BE AIRED BY NBC

National Broadcasting Co. yesterday announced that six full-hour broadcasts have been set from Cincinnati's famous Zoological Gardens. First program will be heard July 2 at 9-10 p.m. and the second airing will take place July 9 at the same time. Thereafter, beginning July 17, the broadcasts will be given every Saturday from 10-11 p.m. All airings will be heard over the NBC-Blue network. Last broadcast is scheduled for August 7.

Although the actual routines have not as yet been set, artists to appear on the programs include, among others, Bruna Castagna, Carlo Morelli, Leon Rothier, Norman Cordon and John Gurney. Fausto Cleva of the Metropolitan will be the conductor.

DENVER

Dave Davidson, director of publicity for KLZ, turned out a combination radio script and review as an announcement for the birth of a son, Thomas Walter Davidson.

Max Graf of Titan Productions, San Francisco, was in town a couple of days on his way to Chicago to attend the NAB convention.

Harry Anderson, of NBC, San Francisco, visited between trains with A. E. Nelson, KOA manager.

Lindsey Spight, of the San Francisco office of John Blair & Co., and Ade Hult, Chicago sales manager for Mutual, were in Denver for conferences with Gene O'Fallon, KFEL.

Proceedings of the 37th annual Trans-Mississippi golf tournament, which will be held at the Cherry Hills country club this week, are to be broadcast over KLZ in half-hour periods daily. The semi-finals and finals, to be held Saturday and Sunday, will be broadcast for two hours each day, in 30 minute periods. Charles Inglis, KLZ news announcer, will handle the broadcasts.

ORCHESTRAS - MUSIC

STUFF SMITH and ork of N. Y. Onyx Club fame, begin a six months' engagement at Hollywood's Famous Door, August 1. Deal was set by Bob Sanders of CRA.

Jackie Coogan and the band, heading CRA's "Hollywood Hit Parade" revue, inaugurate their tour in Chi on July 15, and after two weeks in that vicinity, move on to Cleveland territory. The New York office takes over the unit for three weeks, effective Aug. 15, and the show then takes over Dallas and the southwestern terrain. Sally O'Neill and Princess Luana of film fame are co-featured with the outfit.

First name band to be featured at the Plaza Ballroom, Wildwood, N. J., is that of Art Shaw, which opens there July 3 for a 2 weeks' engagement.

The remote control dance parade at WIP has added 5 new orchestras playing from Philly night spots to its roster. List comprises Johnny Graff, from the Anchorage Inn, Paul Specht, from Benny the Bum's, Henry Mays, from Evergreen Casino, and Melton Kellem and Renaldo's Cuban Troubadours, from the Arcadia International House.

Shep Fields and his "Rippling Rhythm" ork offer a musical description of "The Shag", newest dance craze, in a selection of the same title to be aired for the first time Sunday night over WJZ at 9 p.m.

Julie Oshins and Ben Lessy, satirists of song, inaugurate an engagement at Atlantic City's "500 Club" July 2. They remain a month at the spot, then to Hollywood for their movie debut.

Maestro Frank Dailey and his Meadowbrook lads will make music at Brighton Beach the week of July 4, doubling between their appearance there and at the Meadowbrook, Cedar Grove, N. J.

Jesse Crawford and his orchestra, featuring Helen Crawford, together with their twin electric organs, have had their contract extended at Chicago's Congress Hotel.

Mike Riley and the much-discussed "Round and Round" ork will be the opening attraction at the new International Club, Newport, Vt., June 25. The International Club, which will accommodate 2,000 dancers, is constructed like a streamlined train and is approximately 250 feet in length.

Stan Shaw celebrates his second anniversary on WNEW with an all night "live" show on "Milkman's Matinee" Aug. 2.

Peter Kent, whose debut, at the Manhattan Room of the Hotel New Yorker, marked the first time in three years that this hostelry had changed its musical aggregation, has been signed for a full year there, effective July 5.

PHILCO ADV'G BUDGET IS BEING BOOSTED 50%

(Continued from Page 1)

being held at the Commodore Hotel. Radio, it is believed, will play a big part in the revised schedule. Boake Carter, currently broadcasting five days a week over a limited hook-up on the CBS network is expected to go on a coast-to-coast network, with a Monday, Wednesday and Friday schedule.

The new campaign, scheduled to begin in July, will feature the ease of manipulation of the Philco's new dial on an inclined board. There are 57 models in the new line, ranging in price from \$24 to \$630.

THE NEW CRY OF THE OLD WEST



GENE O'FALLON, Manager
Suite 922—Hotel Sherman
(during N.A.B. Convention)

Rep. by JOHN BLAIR & CO.

CLAUDE SWEETEN

We Thank You

The 1937 NAB Convention has been something in the nature of an epochal event for us.

Never before have we encountered such a widespread sentiment of approval for what Transradio has done—never before have we found such keen interest and enthusiasm over Transradio's projects for the future.

Thanks, and good luck till 1938!

Transradio Press Service



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"From Script to Point of Sales"



WJJD has launched a half-hour daily dramatic series, marking a departure from the usual five-a-week serials in that it offers a complete play at 9:30 a.m. each morning. It is titled "Complete Story Hour," and "The Threshold" by Edwin H. Morse was the first playlet. John Conner is playing the dramatic leads. Others in the cast regularly will be Bob Dearenforth, Ethel Kuhn, and Elaine Williams who has just come on from Radio City.

Benay Venuta, singing nightly at the Drake and on Mutual with Jack Denny, is finding Chicago a little lonesome. In other days when she came here, her husband Dr. Kenneth Kelley was always around. Now he is in San Francisco taking medical exams. So Benay is spending the afternoons on the tennis courts opposite Little Jackie Heller.

Lucy Gilman, 12-year-old child actress who has been in radio for six years, blossomed out as a songstress on "Today's Children's" 5th anniversary broadcast, tossing off "Mavoureen."

Graham McNamee flew back to New York after auditioning here for Gruen with Benay Venuta, Sheila Barrett and Joe Rines.

William Fifield, formerly with WUJ, Walla Walla, Wash., has joined WBBM-CBS announcing staff.

Virginia Clark (Bengston) of "Romance of Helen Trent" is supervising remodeling of Glenview home. Also adding two car garage and new barn for the horses.

George Raft was guest of Bob Elson on his WGN sports review Monday night.

Warren Brown, sports editor of the Herald-Examiner, is guesting with Russ Hodges on his WIND baseball broadcast for General Foods.

Parker 9 to Play WICC Saturday

Frank Parker will take his baseball team to Bridgeport on Saturday to play the WICC nine, following a challenge from Joe Lopez, pitcher of the Nutmegger crew. Parker's aggregation is expected to include Ken Lyons, Roger Douless, Lou Yolen, Lyn Murray, Col. Stoopnagel and others.

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(Editor's Note: Main Street column is contributed today from Chicago by Colonel Lambdin Kay).

The WSB-Hive has suspended publication. That is, its daily NAB convention edition. We indignantly deny that Wednesday's edition failed to come off the press because Glen Snyder failed to pay for his ad. We never believed Glen intended to pay in the first place.

The truth is that the B-Hive, old and established radio institution is magnanimous to a fault. After sweeping the convention off its feet with two sizzling issues, we stepped aside to give RADIO DAILY, a young and deserving contemporary, a chance. May Mr. Alicoate receive the resultant increase in circulation and prestige with due modesty. Associate Editor Shapiro deserves high credit, and possibly a small raise, for hiring the Hive's temporary editor at less than a dollar a word.

The real lowdown is that I got damn tired of having editorial chores interfere with—well, with other matters. If you happened to save any copies of Monday's historic edition, hold on to them. We have completely run out. They may be valuable some day—possibly worth a dollar a ton. We have been swamped with requests for them. In fact, both Judge A. L. (NBC) Ashby and Harold (Hired Hand) Hough, said they wanted one.

John (Typhoon) Schilling, WHB, K.C., BVD, presented Leo Fitzpatrick, Harold Hough, Bill Hay and this correspondent with a phonograph record he had made of their collective signoffs at the 1925 Kansas City radio expo. It was downright uncanny to hear voices of 12 years ago when radio and Martin Campbell were young and there weren't no dollar-marks hanging on every kilocycle.

Andy (Tenn-O-See) Ring, custodian of fire decibels, is bunking with Judge Eugene Octave Sykes—Sykes of the Mississippi Sykes.

Had a glass of buttermilk with Inspector H. D. Hayes and Bill Downey, the fire's gendarmes in the Chicago area. Both date back to the days when radio was wireless and had something to do with navigation.

The outstanding feature of the banquet program is expected to be the adagio dance by Professor Cyril (Scientist) Jansky, L. B. (Himself) Wilson, and Bill (Oklahoma) Way. I met 17 delegates who would rather hear Clem (Phenomenon) McCarthy describe the Braddock-Louis bickering than go see it.

Another good act on the banquet routine will be tight-wire walking by Scoop (NBC) Russell. He says he learned it in Washington.

Eric (Pioneer) Palmer, radio's first Honest-to-God press agent, was still looking for a Czar late Tuesday. Frank (Public Relations) Mason declared himself ineligible because of professionalism. Charlie (Technocrat) Horne and Bill (Parliamentarian) Hedges are still NAB's flagrant—not fragrant—pipe-smokers. Even worse than when Henry Bellows used to be with us.

Everyone seems to miss W. W. Wright Gedge.

I hope Al (Curly) Short, NBC-Chicago maestro, will have something to do with that banquet program. When Al was at the old Howard in Atlanta his entire stage props consisted of a feather-duster, two pool-cues, five safety-pins and a water-bucket, with which he socked all audiences with any stage-setting ranging from "On the Beach at Wakiki" to "A Night at Monte Carlo."



GENE AUSTIN, vocalist on the Joe Penner program, has been set as an entertainer for Sardi's in Hollywood, where he opens in three weeks.

Special studios are being constructed at the Hollywood Music Box Theater for the new CBS Shakespeare series.

Vincent Lopez is building his own night club on Wilshire Boulevard.

Don Forbes leaves the Grace Moore show to take over the announcing on the Alice Faye-Hal Kemp program, effective July 2.

Patricia Wilder, stooge for Jack Haley, will go along with him to "Show Boat," when the new program setup headed by Charles Winninger starts from here on July 8.

Consolidated Transcription Library is cutting a series of five 15-minute disks to go on 15 Southern California stations to plug the coming Long Beach International Water carnival on July 3. Disks will use consuls from eight leading nations in a series of talks on international good will.

Jim Ford, formerly in radio in Sioux City, Iowa, has joined the sales force of Consolidated.

Jack Smock, head of the new R M A recording organization is both the proud father of a new bass, Jack, Junior, and the recipient of much kidding. Seems Father Smock had to go to the hospital, too, — to undergo a minor operation. While both "mother and father were doing nicely" he'd have himself wheeled in to the bedside to oh and ah over the new arrival.

C. P. MacGregor Company sold series of 65 15-minute Stamp Man disks to King Outfitting Co., for use on KFWB, five days a week, evenings, starting this week.

Jim Bannon, who will use the name "Jay Hogan" in California, has been signed to do special sports and to announce on KEHE.

Walter Cassel will do his final guesting leaving for the east with a spot on "Listen Ladies," on California net, over KEHE.

BIRTHDAYS						
1	9	3	7			
SUN	MON	TUE	WED	THU	FRI	SAT
10	4	5	6	7	8	9
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

June 23

Greetings from Radio Daily
to

Pick Malone Burt Squire
Irvin S. Cobb Mary Livingstone
Claude Reese Marly Sheris

WITH THE ★ WOMEN ★

By ADELE ALLERHAND

DORIS SHARP, CBS hostess and Sylvia Lowy, now "in trade", are the proprietors of a new kind of business.... they're telephone secretaries and have a radio bulletin, which means they have records of all radio performers' schedules, locate them, when necessary, and take messages....Peggy Phillips, former Bert Nevins' publicity scribe, is coast and Paramount-bound, object being to author scenarios....Over at WNEW, Doris Smith, continuity editor, back at the desk after vacation absence....Ditto Evelyn Hassemer, switchboard deity, who returned full of enthusiasm for Europe and bearing gifts for the WNEW femme contingent.... Vita Kane of that station leaves on Saturday, to be married Tuesday....She'll combine a vacation and honeymoon in the Maine woods....

Burns and Allen pry into "The Private Life of Mrs. Robin Hood" in their Monday, June 28 broadcast over the NBC-Red network, with Tony Martin, Ronald Drake and Ray Noble and his Merrie Men all functioning as denizens of Sherwood Forest.... Program will be dedicated to Ray Noble, presumably because Robin Hood was English, too....Roberta Jonay, recently a White House guest and protege of the First Lady, opens at the Starlight Roof of the Waldorf tonight....Mrs. Roosevelt herself will abandon the reception line at her son's wedding June 30, to make her regular weekly broadcast over WDEL, Wilmington, Del....Mrs. Wm. Brown Maloney to address the radio audience on the subject of "My Memories of Sir James M. Barrie" over WEA and the NBC-Red network this afternoon at 5....Elza Schallert to interview John Barrymore on her regular program over NBC Friday....

Jane Pickens enjoys the rare distinction of having been selected as part of crew to watch the start of the America's Cup Races July 31....Jane's so impressed she's formulated a series of rules for gals interested in sailing careers....Dorothea Beckman, WQXR press department damsel, is adding to the gayety of stations by turning pages for pianist Jascha Zayde on his broadcasts these days....Says it contributes to her versatility....Patricia Cook ends her Sat. night series of "Life Sketches" over WICC Bridgeport the 26th, with a script used by her on successful audition 5 months ago...."At Wit's End"....She'll adorn summer stock....

★ Coast-to-Coast ★

LEN RILEY, sports commentator at WFBM, Indianapolis, did his Tuesday night broadcast by transcription while he was in Chicago for the Braddock-Louis fight. Explaining that he was making the record on Monday, he picked Braddock to win, taking a chance on his 100 per cent score made when he picked the right Kentucky Derby horse in the same manner.

Ralph Hatcher, promotion director for WTAR, Norfolk, is back from a month's vacation up north. Jane Burton, WTAR secretary, also is on the job again after a week's illness due to throat infection.

A series of 13 broadcasts titled "Death Rides Again" will be broadcast over WHO at 9 p.m. Saturdays. The programs, under the auspices of the Iowa State Safety Council, are dramatic episodes on safety, produced in the studios of WHO by Donald Thompson, WHO production manager. Members of the WHO Playhouse cast are heard in the sketches. The dramas are augmented by short talks by members of the state safety council and persons interested in safety education.

Norman "Skeets" Meakins, formerly of CBS press department, is working on radio scripts for "Living Dramas of the Bible."

"The Kansas Roundup," a program of old time songs originating in the studios of WIBW, Topeka, and heard via the Kansas Network through KCKN, Kansas City, Kans., is sponsored by Peruna and Kolor-Bak.

Governor Clyde R. Hoey of North Carolina will speak over WBIG, Greensboro, and a state-wide hook-up on Friday, outlining the \$250,000 advertising campaign in North Carolina just inaugurated. WBIG is co-operating fully with the Department

of Conservation and Development in this program of state advertising.

WCAO, Baltimore, is broadcasting a two-hour recorded dance music program every week from 11 p.m. Saturday to 1 a.m. Sunday, sponsored by Jolly Scot Ale.

Tommy Cochran, Ohio State university student, has been added to the continuity department of WBNS, Columbus, doing research work for the "Headlines of Yesterday," a dramatic program sponsored by the Columbus Dispatch.

Rickey Bras, formerly manager of KGY, Olympia, Wash., was recently appointed advertising manager of the Daily Olympian in that city.

Mary Jane Knotts, recent winner of the Baltimore Movie Talent Quest and who will go to Hollywood for an M-G-M screen test, was featured by WBAL in the leading role in "Afraid to Love." She was supported by the WBAL players.

Newsman Bob Maguire of WICC, Bridgeport, is back on the job following his New Hampshire honeymoon.

AGENCIES

ALFRED S. MOSS for the last year associated with WQXR as sales and advertising manager, has joined A. W. Lewin Co. Inc., Newark, N. J., advertising agency, as an account executive. Moss was at one time with J. Albert Cavanaugh Art Service.

ROLAND MARTINI, radio director of the Gardner Advertising Co. for the past 4 years, has been elected vice-president of the company.

THE IZZARD COMPANY, advertising agency of Seattle, has been newly retained by the West Coast Life Insurance Co., moving its Pacific Northwest headquarters to Seattle, for a new campaign.

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★ Program Reviews and Comments ★

John Barrymore in
"HAMLET"

Sustaining
WJZ-NBC-Blue Network, Mon-
day, 9:30-10:15 p.m.

"STREAMLINED SHAKESPEARE" IN
BARRYMORE MANNER EFFECTIVELY
DONE.

One of the most significant dramatic events in radio was launched as John Barrymore assumed once more the mantle of the "melancholy Dane," none the less effective for its invisibility, over WJZ and the NBC-Blue network on Monday evening. Choice of scenes was admirable and provided the inevitable highlights. Transitions, despite cutting and condensa-

tion, were smooth.

Barrymore, as narrator, contributed graceful irony, in addition to furthering the action of the drama, in which he was assisted by the traditional device of the Greek chorus. He brought emotional fire and flexibility to the chiseled blank verse. The rest of the cast was more than satisfactory. Surprise of the evening was the playing of the "ghost" by Barrymore himself.

As the first in NBC's Shakespearian cycle, which will have competition next month from a similar series by CBS, the production augured favorably for Barrymore's repertoire.

"YOUR INVENTION"

Sustaining

WMCA, Mondays, 7:30-8 p.m.

MECHANICAL INTEREST AND FUN COM-
BINED IN NOVELTY PROGRAM.

Conducted by Sam Hammer as a Monday feature at 7:30-8 p.m. over WMCA, this program provides an interesting and amusing half-hour of entertainment. Idea is to present both unknown and known inventors and their new ideas. First broadcast was well handled, with a mixture of the serious and the humorous in the variety of devices, gadgets and gimmicks described by their respective originators.

Program lends itself to a lot of

gagging in connection with the more nutty inventions, but a little restraint on this score will serve to keep the show from falling into the purely freak class. The initial program, it may be added, did not run afoul of good judgment on this score.

Hammer has a pleasing genial style

"MORNING MEDITATIONS"

Unity School of Kansas City

WMCA, Monday through Satur-
day, 8:15-8:30 a.m.

INSPIRATIONAL AND DEVOTIONAL
PROGRAM, VERY GOOD OF ITS KIND.

This early morning spiritual pepper-upper program compares very favorably with similar presentations on the bigger stations and networks. Alun Williams, who does the talking, has a persuasive but pleasing style of sermonizing, and he discusses along lines that are of general interest. Mind over matter, the happiness to be derived from belief in God, and the general solace of religion and its perpetual value as compared to material things, were interestingly expounded in his meditation yesterday morning.

Copies of the discussions are sent free to persons writing in.

"Strollers Matinee"

Some day, it is hoped, NBC will manage to clear time to bring the full program of KDKA's "Strollers Matinee" over the Blue network, and then it will be possible to review the entire show. Snatches caught so far, including about 15 minutes yesterday when a college commencement and a news period cut into the feed from Pittsburgh, all have been exceptionally good. Lively, tuneful and funny, dashed off in a merry informal style.

Yesterday's highlight was Bob Keller, who rattles off original "Elmer and Elsie" monologues along the lines of Sylvia Clark in the Al Pearce Gang, except that Bob is lots faster and daffier and funnier. Val Varr was heard in a vocal number, "Too Marvelous for Words" which she sold very nicely, and there was some

good piano playing by Bus Aston. Glenn Riggs handles the show.

Kate Smith's Bandwagon

Highspot of the Bandwagon last Thursday night over the CBS network was the dramatization presented by the unknown actors and actresses who have appeared for months on the show with never a mention or credit. Cast headed by Betty Garde and Ray Collins presented a radio adaptation of the play entitled "The Boss" and did an admirable job. However, the effect was almost ruined by the unnecessary mutual applauding indulged in at end of the performance. Rest of the show was pleasing with Miss Smith doing her usual fine job. Henny Youngman and Ted Collins rounded out the entertainment.

"Russian Nights"

Though the Russian talk is not understandable to this listener, the music provided by the Moscow Art Orchestra under the direction of Arno Arriga is a source of genuine enjoyment on this Russian-language program over WBNX, Sunday nights at 8-8:30. Arriga was an early day feature on the NBC stations and has an artistic feel for music, especially gypsy stuff.

Jeannine

Making her CBS debut yesterday morning at 9 o'clock in "Dear Columbia," Jeannine registered very pleasingly despite the brief time allotted. She had only one song number, "September In the Rain," which she put over in an appealing and individual style, particularly from a personality standpoint.

Marjorie Campbell Recesses

Marjorie Campbell, whose "Tone Poems" are heard weekly over WTAR, Norfolk, fades for summer. This is usual custom and schedule is already arranged for fall. Show features Miss Campbell's originalities in music and poetry, with her own piano interpretations included in the broadcast.

GENNETT SOUND EFFECTS

SPEEDY Q. SOUND EFFECTS

WAX

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250 PARK AVE., NEW YORK CITY

"Producers of better scripts"

Philadelphia

Harry W. Reiff, Jr., arranger, accompanist and baritone with the Three Pals of Harmony on WIP, was awarded the coveted Presser Gold Medal for musical achievement and progress, presented by the Presser Music Co. at the commencement exercises of the Philadelphia Musical Academy.

Charles P. Shoffner, farm journal editor, who answers questions for WCAU audiences, will be heard on a new schedule, Mondays and Wednesdays at 8:45 a.m.

Sarah Bernard, former member of WCAU Children's Hour, is heading an amateur unit under the Major Bowes banner.

Norris West, assistant program director at WCAU, plans his vacation at the seashore this summer.

The Ed Krugs (WCAU announcer) are set in their summer home at Paoli. Fred Ford, WCAU sports commentator, is back from Faraway Farms, home of "Man O' War," with a lot of new race track stories and some inside dope on the famed Glen Riddle "War Admiral."

Ben Alley is going to do six all-request programs over WCAU next week.

Taylor Grant and Hugh Walton, both WCAU announcers, are working on several new songs for Tin Pan Alley recognition.

Morton Lawrence is back on the announcing staff of WCAU, replacing Lon Pierce, who went to New York.

Bobby Dukes celebrates his seventh year on the WCAU Children's Hour this July. Bobby started broadcasting at the age of three. Shirley, his four year old sister, is following in his footsteps.

WIP producers are whipping together another summer revue, "Pioneer Clipper," which takes off on June 25. Passengers include songstress Rosalind Stuart and the romantic singer of melody, Pat Purcell. Music will be piloted by Clarence Fuhrman and his studio crew.

Ed Roecker, who left the WIP sustaining shows for a spot with the network Pick and Pat stanza, returns to the local scene this week to be Carolyn Ann Cross' guest at her annual WIP Homemakers' picnic at Alycon Park, N. J.

Ethyl Felt, who conducts the Mt. Sinai Babies Club of the Air over KYW, joins the WCAU staff on Aug. 15 as director of women's programs.

Charlie Kerr of the WCAU artists staff returns to the orchestra field to make music during the summer at

☆ PROMOTION ☆

Movie Memory Test

The first 25 persons telephoning WHN and giving the correct name of the leading player of a past motion picture hit named on the air will receive guest tickets to their nearest Loew theaters as part of new feature of the Radio Movie Club broadcast by WHN on Friday nights at 8-9 p.m.

The new featured, called "Remember When," will become a regular part of the Movie Club program. Radie Harris will continue to interview screen celebrities and George Nobbs will present radio versions of current motion picture hits.

KVI's Summer Populace

KVI of Seattle and Tacoma took a Pacific Northwest vacation booklet, pasted one of its own leaflets on

New Jersey, his third season at the resort spot.

Chris Wood, who microphoned the bangtail doings over WDAS, returns to the local scene on his way to the new duPont track at Wilmington, where he will assist Clem McCarthy for the horse race broadcasts.

Buddy Bonds pumps his organology nightly over WTEL as the Bagdad of Dreamland, slotted at a midnight spot.

Mildred Levinson, secretary to Sol S. Cantor, president of the Sol S. Cantor advertising agency, announced her engagement to Dr. Richard Snyder.

Peggy Pierce and Agnes Rush leave the WCAU microphones for wedding bells.

Florence Bendon and Jack Steck, WFIL vocal duo, resume their weekly boy and girl act tomorrow.

Jack Curtis, WIP vocalist, heading the floor show at Cedarwood Log Cabin, in Malaga, N. J. Frances Carroll, another WIP nightingale, chanting at the Anchorage Inn here.

Joe Wooton, who airs the Negro news flashes over WPEN, changes his time to a 9 p.m. Sunday spot, to precede the Slumber Lady's colored kiddies program. Wooton also writes a news column for the Philadelphia Tribune, Negro weekly.

Vernon Crawford, WFIL microphone artist, is vacationing back home in New England. Engineer Huey J. Ulstedt also is motor-vacationing in New England, while program department's Sylvia Lenson will embark this week for Bermuda.

Dave Tyson, WFIL announcer, leaves this week to take over the post of "Daddy Dave," maestro of the Kiddies Theater, on Steel Pier, Atlantic City.

the Cape May Convention Hall in front cover and a cellophane sheet inside, thereby making an effective piece of summer promotion literature. The leaflet points out that there are 300,000 more listeners this summer in the KVI area. The cellophane page, inserted over the Evergreen country map in the booklet, shows where the KVI transmitter is located on said map.

Air Trip Tieup

WJBW, New Orleans, has joined in a contest tieup with eight theaters, a bottling company and Eastern airlines whereby the winning boy and girl get a free air trip to Atlanta and back. Contest embraces special broadcasts over WJBW.

ARTA Appeal Before Board

Complain of the American Radio Telegraphists Ass'n, charging that CBS discriminated against it members, is being considered by the Regional Labor Board, headed by Mrs. Elinore M. Herrick. Mervyn Rathborne, ARTA president, alleges that members of his union were threatened with loss of sick leave and vacations if they remained with ARTA. Rathborne also said that 100 per cent of CBS employees in Washington are now members of the CIO union.

Ruby Smith Back at NBC

Ruby Smith has returned to the NBC Artists Bureau after a ten-week illness. She will become secretary to Fred Niblo.

Book Program Switched

Wilbert Newgold, who conducts the "Court of Literary Justice" over WINS, will discuss his choice of the ten best books of the past season, tonight at 8:45 p.m. This program formerly has been heard on Sundays.

First in local accounts
in Chicago
WGES
(In the heart of Chicago)

"BARON MUNCHAUSEN"

JACK PEARL

RALEIGH and
KOOL CIGARETTES
WJZ-10 P. M. E.S.T.—Friday
NBC Network
Dir.: A. & S. LYONS, Inc.

Coming Events

Today: National Association of Broadcasters' annual convention, Hotel Sherman, Chicago.

Today: Advertising Federation of America's 33rd annual convention, Hotel Pennsylvania, New York.

June 21-24: American Institute of Electrical Engineers' convention, Milwaukee.

June 21-24: Summer Convention of the Canadian Electrical Convention, Banff, Alberta.

June 22-23: Annual Radio Show Trade sponsored by Radio Wholesalers Club Inc., Hotel Statler, Boston.

July 8-10: L'Union d'Art Radiophonique, first international congress, at the Sorbonne, Paris, France.

RALPH KIRBERY

"The Dream Singer"

MANAGEMENT
WILLIAM MORRIS AGENCY
BILL MURRAY



OPEN HOUSE

ROOM 1006

HOTEL SHERMAN
N. A. B. CONVENTION

The Beer Is **ICE COLD**

But we have the "Hottest"
5-Minute Shows on
Loans — Jewelry — Optical
Furniture — Bank and Life
Insurance you ever heard.

H. S. G.

ADVERTISING AGENCY
420 MADISON AVE. NEW YORK

CRAIG & HOLLINGBERY

Incorporated

Radio Station Representatives

New York
Jacksonville

Chicago
Detroit

Good Work Builds Business. That's why we do 90 per cent of Hollywood's off the air recordings (AIR-CHEK).

ELECTRO-VOX RECORDING STUDIOS

(Originator and owner of Trade Mark AIR-CHEK)
5546 MELROSE HOLLYWOOD

• TODAY...

Its product the choice
of discriminating buyers



TOMORROW...

Its organization the great-
est in the Radio industry

TODAY, however, is the important thing to you,
and your station. ATLAS is ready to help you
with that problem through the TWENTY-SEVEN
great ARC programs now available for your time.

DRAMATIC FEATURES

	Time Minutes	Episodes Complete
Magic Island	15	52
Moon Over Africa	15	26
The Ghost Corps	15	26
Nemesis, Inc.	15	39
The Van Teeters	15	26
Album of Life	15	26
Metropolis	15	26
Bits of Life	15	52
Birds of a Feather	15	26
Wings of the Dragon	15	13
Buddies	15	13
The Green Joker	15	39

MUSICAL FEATURES

	Time Minutes	Episodes Complete
Songs of the West	15	78
Heart Songs	15	26
Shamrocks	15	13
Songs Without Words	15	13
Memories of Hawaii	15	13
Your Hymns and Mine	15	26
Rhumba Rythms and Tango Tunes	15	39

COMEDY SHORTS

	Time Minutes	Episodes Complete
Joe and Cynthia	5	100
The General Store	5	65
Yogi Yorgesson	5	40
Marion and Reggie	5	24
Nettie Needle-Nert	5	24
Nill and Null	5	24

SPECIAL FEATURES

	Time Minutes	Episodes Complete
Famous Romances	30	13
Ports of Call	30	52

THE FEATURE
AIR SHOW OF THE YEAR

"CAPTAINS
OF INDUSTRY"

52 Episodes . . . 15 Minutes

Write today for further particulars
regarding any one, or, all of the
ARC productions listed above. Let
us tell what they are doing for others



ATLAS RADIO CORPORATION

HOME OFFICE 1540 BROADWAY, N.Y.C. • STUDIOS 930 NO. WESTERN AVE., HOLLYWOOD, CALIF.



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 96

NEW YORK, N. Y., THURSDAY, JUNE 24, 1937

FIVE CENTS

Program Manpower Poor

GEO. SLOCUM HEADS AFA; SELF-CENSORSHIP URGED

George M. Slocum, publisher of Automotive Daily News, Detroit, was elected president of the Advertising Federation of America on the closing day of the 33rd annual convention yesterday in the Hotel Pennsylvania. Slocum succeeds E. H. McReynolds, who was made chairman of the AFA board.

Frank A. Black of William Filene's Sons, Boston, was re-elected treasurer and Louise C. Grace of Grace & Bement agency, Detroit, was re-elected secretary.

Directors re-elected are George W. Kleiser, president of Foster & Kleiser, San Francisco; Gilbert T. Hodges, member of the executive board of

(Continued on Page 8)

NEWSPAPER STRIKE AIDS STATIONS IN PITTSBURGH

Pittsburgh—Strike of the Wrappers & Shippers Union which this week tied up three local newspapers, threw a lot of extra business to the radio stations here. Firms, especially department stores, which usually carry regular newspaper ads took to the air to bring their sales messages to the public.

Pittsburgh Post Gazette, immediately after the strike started, ar-

(Continued on Page 4)

New Broadcasting Firm Is Incorporated in N. J.

East Orange, N. J.—Incorporation papers were filed Tuesday for Community Broadcasting Corp., 519 Main St. Incorporators are Martin Karig 2d and Alwyn Karig of Livingston,

(Continued on Page 3)

Man in the Rain

Chicago—Nelson Brothers Storage, long sponsors of Man in the Street interviews, may become sponsors of Man in the Rain broadcasts under terms of a new WBBM contract. The deal provides that their Man on the Street show again be aired from Wrigley Circle outside WBBM-CBS studios on afternoons when no baseball games are broadcast or rain stops them.

Full Coverage

Chicago—Evans Fur Co., through Auspitz & Lee, on July 5, adds WMAQ to the list of stations it is using here. A 15-minute program three times weekly will be used in the new spot. Evans now has programs on half a dozen Chicago stations.

ARTHUR CHURCH SCOLDS MEMBERS FOR LAXITY

Chicago—At the closing session of the NAB convention here, Arthur Church, president of KMBC and a director of the NAB, took time out before presenting his report of the Committee of Radio Research to scold the NAB membership for its lack of interest in the convention.

He said that members ought to be ashamed of themselves for staying out all night and then expecting to be

(Continued on Page 3)

WFAA's 15th Birthday On NBC Coast-to-Coast

Dallas—WFAA will celebrate its 15th birthday Saturday over an NBC national hook-up. Taking its cue from the Greater Texas & Pan-American Exposition, program will feature Latin-American music, Texas tunes

(Continued on Page 3)

NBC Taking Drama Seriously; O'Neill Follows Shakespeare

46 Stations Are Taking KDKA "Strollers" Revue

Pittsburgh—Forty-six radio stations in 28 states are now taking the "Strollers Matinee" programs from KDKA. Specifically, 40 of the stations in 25 states are taking the program, as fed to the NBC-Blue network by KDKA, both Tuesday and Thursday afternoons. Six additional stations in

(Continued on Page 2)

Pryor of BBD&O Urges More Attention to Shows and Less to Sales Charts —Hits Politics and Surveys

By HOWARD J. LONDON

Chicago—Arthur Pryor, Jr., vice-president in charge of radio for Batten, Barton, Durstine & Osborn, Inc., New York, speaking on the topic "An Agency Man Looks at Radio" before the NAB convention here on its closing day, told the broadcasters to pay more attention to program and less to the sales chart.

"Build good programs and sales will take care of themselves," Pryor said, adding that the program department is the most neglected division of a radio station.

The sales personnel of radio stations is of the best, but in the pro-

(Continued on Page 3)

NAB TO GIVE \$83,000 FOR EDUCATIONAL WORK

Chicago—At yesterday's closing session of the NAB convention, the members approved the resolution agreeing to contribute \$83,000 over a period of two years in cooperation with the Federal Radio Education Committee, who will gather \$167,000 from other sources, making a total of \$250,000 for education investigations.

Other resolutions approved by the membership yesterday were that the NAB board of directors be directed and instructed to carry on negotiations with the copyright owners to the end that a "Per Piece" or measured service plan be obtained; to expedite the measure that was

(Continued on Page 3)

S. F. Commerce Chamber Protests Shift of Shows

San Francisco—Exodus of big shows from here to Hollywood has caused Chamber of Commerce to write panic letter to Manager Wilbur Eickelberg of KFRC. Fearing Frisco may be merely a "ghost-to-coast" chain link, the C. of C. asks reconsideration of any plans to do away with production through KFRC, and

(Continued on Page 3)

BALDWIN RE-APPOINTED NAB MANAGING DIRECTOR

By M. H. SHAPIRO

Chicago—James W. Baldwin was re-appointed managing director of the NAB for another year by the newly-elected board of directors in session yesterday afternoon for the first time at the Hotel Sherman. Board also discussed the hiring of a radio publicity director and a radio research director in accordance with

(Continued on Page 3)

Dallas City Council Bans Airing Horse Race Dope

Dallas—Conforming with the recently enacted Texas law which prohibits gambling on horse races, the Dallas City Council has ordered WRR,

(Continued on Page 3)

Femme Newscaster

Cleveland—An innovation in newscasting has been inaugurated by WJAY, on its Emmett and Larry show, in having its news dispensed by a feminine commentator. The items read by her are not merely for the fair sex, but are of general interest. The news, hot off UP wires, is served with entertainment.

(Continued on Page 8)



Vol. 1, No. 96 Thurs., June 24, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk and Verne Bailey, 6425 Hollywood Blvd. Phone Granite 6607. Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

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FINANCIAL

(Wednesday, June 23)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	165 1/2	164	165	+ 5/8
Crosley Radio	20 1/4	20 1/4	20 1/4	+ 1/4
Gen. Electric	53 1/2	52 3/4	53 1/4	+ 1/8
North American	23 3/8	23	23	+ 1/8
RCA Common	8 1/8	8	8 1/8	+ 1/8
RCA First Pfd.	64	64	64	+ 1/8
RCA \$5 Pfd. B.				
Stewart Warner	17 1/2	17 1/2	17 1/2	
Zenith Radio	33 3/4	33 1/4	33 1/2	+ 1/2

NEW YORK CURB EXCHANGE

Nat. Union Radio	1 3/4	1 3/4	1 3/4	+ 1/4
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OVER THE COUNTER

CBS A	Bid 28	Asked 29 1/2
CBS B	Bid 27 1/2	Asked 29
Stromberg Carlson	Bid 13	Asked 15

Mutual Network to Air Arlington Park Races

Chicago — Mutual network will broadcast all seven Arlington Park stake races starting Monday with the inaugural handicap. Lincoln Plaut, Daily Racing Form chart maker, will report races. Other races are Matron Handicap, Stars and Stripes Handicap, Hyde Park Stakes, Lassie Stakes, Classic and Futurity.

The Brooklyn Handicap, one of the leading handicap races in America, will be described over WOR and the coast-to-coast Mutual network on Saturday, 3:30-4:30 p.m., EDST, by Bryan Field. The race, part of the triple handicap crown, along with the Suburban and Metropolitan handicaps, will be run at Aqueduct Park on Long Island.

In the heart of Radioland—Hollywood's most modern transcription studios

THE AEROGRAM CORP.

"from script to disk"

1611 Cosmo St.

Hollywood

Fight Broadcast Jumped the Meters

Blow-by-blow description of the Braddock-Louis fight in Chicago, broadcast exclusively in the U. S. over the 126 stations of the combined NBC Blue and Red networks, was carried over the most extensive international hookup in the history of sports broadcasting. It was fed to the Canadian Broadcasting Corp., to Radio Splendid in Buenos Aires, to Mexico City, and was available to European listeners by shortwave.

New York's interest in the world championship bout was reflected in tremendous increases in electricity consumption and telephone calls. Current consumption, attributed by the Consolidated Edison Co. directly to fight listeners, had increased 183,000 kilowatts by 10:30 p.m. over the same hour the preceding night. At 11:30 p.m., the increase was 167,000 kilowatts, and at 11:45, 105,000 kilowatts. NBC's fight broadcast signed off at 11:40 p.m., and by midnight the current load was rapidly dropping back to normal.

NBC's telephone switchboard in Radio City reported 837 inquiries about the starting time of the fight between 5:00 and 11:00 p.m.

Inquiries about shortwave reception came from as far away as the island of Horta in the Azores. Western Union received the query for wavelengths from a group of men in that lonely spot as they waited for the bout to start.

New Transmitter Site Is Located for WJSV

Washington Bureau, RADIO DAILY

Washington—CBS yesterday removed another obstacle from its attempt to re-locate transmitting station of WJSV from Virginia to Maryland, when the board of Montgomery County commissioners approved a proposed site near Wheaton, Md. In approving proposed site, Commissioners followed recommendations of Maryland National Park and Planning Commission. Although tract of land on which it is planned to place transmitter, if permission for change is granted by FCC, is located in residential area, the Commissioners said, in view of fact that station would be of material benefit, they felt it was proper to approve site.

CBS is asking FCC for permission to increase station's power from 10,000 to 50,000 watts.

Harry Butcher, vice-president of CBS in charge of Washington office, estimated project's cost, including new location and 50,000-watt transmitter, at approximately \$270,000.

Promotions at WCOL

Columbus—Along with the moving of the sales and executive offices of WCOL to the ninth floor of the Standard Bank Building within the next ten days, two promotions will be in line. Ed. Bronson steps up to program director, and Bob Seal assumes the responsibilities of production manager.

Sponsors After "Inventions"

"Your Invention", new WMCA program, which made its debut Monday as a weekly feature at 7:30-8 p.m. with Sam Hammer as producer and commentator, already has had bids for sponsorship from two sources. One is a publication. Hammer is understood to be holding off, feeling the show will be worth more after a month's whipping into shape.

Franklin Tooke Promoted

Fort Wayne, Ind.—Franklin Tooke, formerly announcer on WOWO, went up the ladder of success, and is now production manager of WOWO.

46 Stations Are Taking KDKA "Strollers" Revue

(Continued from Page 1)

three other states are taking the broadcast either Tuesday or Thursday.

Geographically, the stations are located from New York west to the Pacific Ocean, four of them being in California. And north and south they run from Buffalo to Alabama.

Larry Nixon Quits WMCA

Larry Nixon, publicity director of WMCA, has resigned, effective July 1, it was learned yesterday. He has signed a contract to complete a novel for fall publication and must devote his entire time to the book in order to finish it in time.

Before joining WMCA, Nixon was associated with Hirshon-Garfiey Inc., New York advertising agency.

Bill Davies Joins WOWO

Fort Wayne, Ind.—Bill Davies, formerly production manager at WLBC, Muncie, Ind., is now connected with Westinghouse's WOWO here. Davies will handle publicity and also assist with production.

WVO-WBIL Adds Announcers

Lewis Charles, formerly chief announcer at WINS, and Kennedy Ludlam, formerly of WNAC, have been added to the announcing staff of WVO-WBIL.

"Time" Back to Time

"March of Time" reverts to its original sponsorship, Time, Inc., on July 15. Present sponsor is Servel, Inc. Program to continue on its present CBS spot indefinitely.

UNITED WOV "WEB" KINGS

Radio leaders fly United. Overnight Mainliner lvs. New York at 5:55 p.m.—breakfast in CALIFORNIA. (Only 3 stops.) Whole day for biz. 2 other coast-to-coast flights, CHICAGO — 3 non-stop flights daily, only 4 1/2 hours.

UNITED AIR LINES

COMING and GOING

H. S. GOODMAN of the H. S. G. Advertising Agency will go to Rochester today and returns to New York about July 1.

JANET MACRORE, NBC editor of continuity, sails today on the S. S. Petan for a West Indies cruise.

JOHN W. ALICOATE, publisher of RADIO DAILY, returns today from Chicago where he attended the NAB convention.

M. H. SHAPIRO, associate editor, and MARVIN KIRSCH, business manager of RADIO DAILY, arrive on the 20th Century from Chicago today.

LYMAN FOOTE MOREHOUSE, London director of AT&T, arrives today aboard the Washington from Europe.

HELEN A. HOLBY, director of Club Contact for the Advertising Federation of America, sails Saturday on the Columbus for Paris to attend the third annual Continental Advertising Association Convention there.

DAVID O. ALBER returns today from a three-day business trip to Boston.

New Setup is Replacing Gillette Community Sing

Gillette Safety Razor Co. will change the name of its program from the Gillette Community Sing to the Summer Hotel effective with the broadcast this Sunday night. Public participation on the program will be eliminated from the make-up, but a new feature, designed to promote the sale of the sponsor's product, will be introduced. Valuable gifts, including washing machines, bicycles, etc., will be auctioned off each month. Listeners will bid for the prizes, with empty covers of the blades as money. A time change is also rumored, but as yet there has been no official confirmation. Program is aired over the CBS network Sundays 10-10:45 p.m. and features Milton Berle, Jolly Gillette, Bert Gordon and others.

"Howdy Neighbor" Traveling

Omaha—Following in the wake of KFAB's success in presenting the Union Pacific sponsored "Howdy Neighbor" program from a different Nebraska or Iowa town each Saturday, Man-On-The-Street Foster May of WOW, Omaha, is presenting his Chevrolet-sponsored daily broadcast from various localities during the summer. The program is on a remote and he has a full calendar arranged.

FRANK DEGEZ

CUSTOM CLOTHES

46 WEST 48 ST.
NEW YORK

BR yant 9-9746

Outfitter to some of the best Radio Bands on the air—Finest of imported materials with the finest of tailoring plus correctness of style. Priced from \$65 up.

PROGRAM MANPOWER HIT BY PRYOR AT NAB MEET

(Continued from Page 1)
gram department its man power is very poor, said Pryor. He stressed the point that no program is better than the man who produced it. He suggested that all program men be given a year to travel around the world visiting Hollywood, New York, London and other large radio centers seeing with their own eyes how others do the job, as program directors need contacts, ability and background to deliver the goods.

Pryor then took a crack at station break announcements read by a stupid announcer and which he told the convention should be curtailed.

The "Crossley report" and radio politics also came in for some verbal spanking.

"With half the telephones located in New York state, how can the Crossley report give an indication of how many or how often people are listening to a radio program?" he asked.

Continuing, Pryor said that he had only been in Chicago a day but he had a very strong indication that politics are being played by a number of radio station men.

At one point in the talk, which was extemporaneous, Pryor called upon C. E. Midgely, radio time buyer of the BBDO agency, to give his views on some of the topics he had discussed, particularly the haphazard presentations made to agencies by the stations. Midgely said that he was in agreement with Pryor's remarks, that stations change time without notifying the agency, cannot clear time that was signed for and all sorts of foolish errors which embarrass the agency and make the medium hard to sell. Pryor said that at least once a day he has to apologize to a client for some stupid mistake made by a station.

"Stations should do the very best job they know how when planning a program, whether it be a spot announcement, a sustainer or a full hour commercial, not just fill the time with anything that can be gotten together with a minimum of effort," said Pryor, adding that he thought stations should spend much more money for sustaining programs than is now the custom. He said he knew of one station whose sustaining talent bill for the entire year totalled \$750.

Remainder of talk was open for questions from the floor, and in answer to one query Pryor said that if he had a network program on 50 stations and could get just as good a program on 50 stations as a spot account using local talent he would take the latter.

There is a much greater chance of a spot program with good talent being successful than a network show because of the local interest created in a local show, Pryor declared.

In presenting a program to an agency for sale to a client, Pryor

Chicago Loses NAB 1938 Convention

Chicago—Resolution that the next annual NAB meeting be held in Chicago was voted down with emphasis. Members were dissatisfied with the general layout of the convention here. It looks like another mid-western city will get it next year, with New York in 1939 when the World's Fair is in progress. San Francisco has made a bid for the meet in 1939, but no one seems interested.

Arthur Church Scolds Members for Laxity

(Continued from Page 1)
able to attend the meetings in the morning. He said others don't want to take any responsibility.

Attendance, except at the Tuesday morning election session, was poor, and it was at the Tuesday afternoon session that Church referred to directly. Only about 50 were present to vote on the resolutions.

Department Store Finds Radio Excellent Medium

Chicago—Radio advertising as used by department stores is an excellent medium for price goods or institutional advertising, said Marvin Oreck of Orecks Inc., Duluth, to the NAB convention. Why the number of retail store accounts has decreased in the past year, Oreck said, was due to advertisers and stations knowing little about radio advertising.

Radio advertising is being used successfully by Orecks and they have found that through radio they can draw a class of trade which ordinarily would not come to the stock. Oreck said radio is especially good for children's department advertising, Orecks having built up this department with the use of radio. Oreck said that for direct sales he has found spot announcements much more effective in selling goods than a program.

Looking into the future, Oreck said television will open vast fields for radio advertising, and the ones who have had experience with sound broadcasting will be first to profit in the new field. Oreck also stressed the point that radio station men should contact retail buyers personally to sell them the medium.

"You may have sold the promotion man, but if the buyer remains unsold they will not buy the medium," Oreck concluded.

told the radio men to sell the program to the agency, not just file a letter or promotion piece. Personal contact between the agency and the station personnel always helps in such cases, he said. "How can an agency sell a program to a client if the agency is not sold on the show itself?" asked Pryor.

In his closing words, Pryor said that all radio stations should refuse programs if they have any doubts about the product or entertainment value of program. "Also, you make your station hard to buy and you will sell more programs," he concluded.

Baldwin Re-Appointed NAB Managing Director

(Continued from Page 1)
the resolutions adopted by the convention. Matter has been referred to the executive committee.

Entire afternoon of the convention's last day was devoted to a panel discussion lead by H. K. Carpenter of WHK, chairman. Discussion revolved around how the agency and the station can operate more closely. Arthur Pryor Jr. and C. E. (Ned) Midgely of B.B.D. & O., Elizabeth Back, radio time buyer of Ruthrauff & Ryan Inc., Edward Petry, of Edward Petry & Co., radio station managers and owners swapped questions and answers of interest to a large audience. Convention closed last night with the annual banquet.

Dallas City Council Bans Airing Horse Race Dope

(Continued from Page 1)
the municipal radio station, to discontinue broadcasts of race entries, results and comments. Several times in the past Dallas has attempted to stop the race result broadcasts during police raids on bookie establishments. The ban proved effective against horse selections being announced or sold by a local commentator over the station, but have never before halted the broadcasts of race results. The Dallas Morning News has announced the discontinuing of all race results in its columns.

Standard Brands Shows Undergo Changes July 4

Standard Brands Inc., sponsors of the Chase & Sanborn hour and the Bakers broadcasts on Sundays, will make changes in both programs on July 4.

The new Chase & Sanborn show will lose the services of Werner Janssen who will switch to the Bakers broadcast.

Robert Armbruster and his orchestra will take over Janssen's spot on the former. Robert L. Ripley leaves the latter show on this date, and will begin a new series of broadcasts July 16 for General Foods over an NBC network.

DON KERR
MASTER OF CEREMONIES
GENERAL MILLS SPORTS PARADE
WMCA
2:30 to 5:30 P. M. DAILY
36 COMMERCIAL HOURS WEEKLY

NAB TO GIVE \$83,000 FOR EDUCATIONAL WORK

(Continued from Page 1)
adopted last year calling for sectional NAB chapters, and that a committee of seven members shall be appointed to carry out this resolution; that the FCC be petitioned by the NAB to accept the "Preliminary Engineering Report on Allocations" report and incorporate it into its regulations.

New Broadcasting Firm Is Incorporated in N. J.

(Continued from Page 1)
and Robert E. Lee of Orange. The statutory officer is William P. Wilkins, attorney. Capital stock will be \$125,000.

Martin Karig will be engineer of the new concern's plant; Alwyn Karig will be business manager and Lee, who has had experience in dramatic work over WAAT, Jersey City, will be program director. The transmitter, a modern high fidelity model, will be in Livingston, and the studio will probably be in Newark or East Orange.

S. F. Commerce Chamber Protests Shift of Shows

(Continued from Page 1)
invites station to discuss with C. of C. the methods whereby local facilities may be increased.

KSFO (CBS) already has shifted its Western Home variety show south, and KPO is moving "One Man's Family."

In absence of Eickelberg, Assistant Manager Bill Pabst of KFRC said new productions will be developed here.

WFAA's 15th Birthday On NBC Coast-to-Coast

(Continued from Page 1)
and numbers from the Pan-American Casino and Billy Rose's Casa Manana Revue. Appearing on the birthday broadcasts, which will be on NBC beginning at 6:30 p.m. CST, will be G. B. Dealey, president of The Dallas News-Dallas Journal, owners of WFAA, also many artists who have been familiar to WFAA listeners.

BARRY WOOD

Presented by
**DRENE
WJZ**

EVERY THURSDAY 7:45 P. M.

Personal Manager
MATTY ROSEN

GUEST-ING

EDMUND LOWE, on Kraft Music Hall, July 22 (NBC-Red, 10 p.m.). ADOLPHE MENJOU, on same show, July 29.

EVELYN NESBIT, on Bide Dudley program, today over WOR, arranged by Central Artists Bureau.

JOAN BENNETT and JAMES GLEASON, appearing with Walter Winchell in "The Front Page," on Lux Radio Theater, June 28 (CBS, 9 p.m.).

JAMES DUNN, FREDDIE GIBSON and BARRY McKINLEY, on "Your Hit Parade," with Peter Van Steeden's orchestra, July 3 (CBS, 10 p.m.).

FLORENCE REED, DOROTHY DRESLIN, JACK LYONS and IVAN IVANTZOFF, on Hammerstein Music Hall, June 29 (CBS, 8 p.m.).

MARGARET DALE of "Tovarich," interviewed by Charlotte Buchwald, "The Playgoer," tomorrow (WMCA, 2 p.m.).

MARGOT STEVENSON of "You Can't Take It With You," interviewed by Clifford Adams, "Theater Guide," today (WINS, 11:30 a.m.).

WARDEN LEWIS E. LAWES and ALEX MORRISON, golf pro, on Joe Cook's "Shell Show," June 26 (NBC-Red, 9:30 p.m.).

MILTON BERLE, set by Herman Bernie office, on the American Can program, July 20 (NBC-Blue, 9 p.m.).

JOHN and ELAINE BARRYMORE, on Elza Schallert program, tomorrow (NBC-Blue, 10:45 p.m.).

CONNIE BOSWELL, on Ken Murray program, June 30 (CBS, 8:30 p.m.).

KAY THOMPSON, on "Swing Session," June 26 (CBS, 7:30 p.m.).

MARJORIE GATESON, interviewed by Radie Harris, tomorrow (WHN, 8 p.m.).

Newspaper Strike Aids Stations in Pittsburgh

(Continued from Page 1)

ranged to give frequent news broadcasts over WWSW. The Post has regularly scheduled daily broadcasts on this station at 6 and 10:30 p.m., but when the strike was called it immediately started to broadcast every half hour or so, with John J. Davis, regular newscaster, being assisted by Ray Schneider.

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31

June 24

Greetings from Radio Daily

to

Phil Harris

Frank Bastow



● ● ● Dick Powell will undoubtedly head the Packard one-hour show in the fall, replacing Fred Astaire... Stuart Metz will be the emcee of the summer Jell-O show... George Beatty emcee's "Show Boat" tonite in place of Lanny Ross... Clarence Muse will return to Oldsmobile in the Fall, again airing via NBC on Saturdays... Joe Cook's show folds this week and the "Sisters of the Skillet" bow out the second of July... "Vocals by Verrill" take over Rubinoff's time on Sundays with the July 4 airing... "One Man's Family," aired from Frisco since August, 1932, will be heard from Hollywood starting Aug. 8... Tim Marks and Paul Mosher are with Earle Ferris' office now—Earle is down with the gripe... Nat Margo of Roy Music has returned from his stomach illness minus 23 lbs... Mike Nidorf is recuperating at his ma's place in Jersey... Shirley Brown replaced Gloria Whitney as William Farmer's vocalist at the Sunken Gardens in Radio City last nite. Gloria quit because of a cold contracted on opening nite. Farmer has three NBC shots now... Al Shayne shoots a 69, Mack Goldman a 70, while ours is 175!—on the "hi-li!"

● ● ● Jimmy Fidler, the WLBC, Muncie, Ind., weatherman, has scored one for radio in the meteorological circles... Bulletin of the American M—Society devotes considerable space to article on airing weather reports... Fidler emphasizes need for training mete—in the employ of broadcasting stations and for the credit given to the Weather Bureau for the value of its services on weather reports by private agencies... WHIO, Dayton, aired the city's amateur golf championship and Lester Spencer, a better than average golfer, was selected to do his bit... Spence had a tough time to pronounce such names as Zotkiewicz, Haenwgi and Zukiewicz, so he may be seen now walking about the studios with a bandage about his head that would make a turban look like a skull-cap... This was the first time WHIO attempted to air a local golf meet.

● ● ● Frank Parker leaves Woodbury next week, Joey Nash won't get the show—because he can't stooge. Phil Regan turned down the job because of flicker commitments. This leaves Joe Morrison and Del Casino in the running with the former just about set—unless Morton Bowe is able to double from Kool!... Mickey Alpert was given a fourth Mutual coaster this week from the Riviera—and gets a fifth spot next week... Harry Rose goes into the Loew's State this week with Duke Ellington... Paul Monroe will shortly wear smoked glasses... What ever became of Vick Knight?... Dick Finch is now with Witmark... Already they are changing the script writers on the Ray Perkins show!... Judy Starr couldn't be reached last Thursday to appear on the Vallee hour... With Tommy Dorsey set for one spot and Brother Jimmy scheduled to be a block or so away, the music boys will call the connecting street: "Dorsey Drive"... Bert Gordon ribbed Larry Daniels about Benny Fields and Blossom Seeley last Sunday and then let him in on the gag. A week later a columnist carried the "rib" as fact!

● ● ● A Federal jury in Austin called up Terrell Sledge, new a.m. newscaster for WOAI, San Antonio, saying that he had been placed on the jury... Terrell had other commitments and knew that he couldn't possibly carry out this duty. He therefore called the judge but got as far as the district clerk who informed the announcer that no one could get off and that a writ had been issued for failing to appear... After several hours of worrying, Sledge got the judge on long-distance and, after speaking with the jurist for several minutes, the black-robe wearer said: "Are you the new morning Newscaster over WOAI?"... Like all actors, Sledge said yes... "I thought so and I've already quashed the writ... You're doing fine, m'boy, keep up the good work"... Anyway, this is the story from Texas and we won't dispute the actions of judges down yonder. But we'll be glad to tell you about the jurist here, who, on learning our identity, doubled the fine!

F. T. C. CASES

Cease and Desist Orders

Two companies have entered into stipulations with the Federal Trade Commission to discontinue certain misleading advertising practices.

Chas. H. Phillips Chemical Co., New York, agrees to stop advertising that Phillips' Milk of Magnesia Texture Cream helps to correct certain ugly skin blemishes and that this preparation and Phillips' Milk of Magnesia Cleansing Cream help to neutralize the fatty acid accumulations on the skin, unless, in this latter representation, the language is qualified to mean excess fatty acid accumulations. The respondent company stipulates that it will not advertise Phillips' Milk of Magnesia Tooth Paste as providing the best way yet discovered or as science's latest discovery for cleaning teeth. The respondent company will also cease asserting that its tooth paste contains more milk of magnesia than any other tooth paste, unless such representation is true at the time it is made. The respondent company admits in its stipulation that there is no evidence that its dentifrice contains more milk of magnesia than any other tooth paste.

Bristol-Myers Co., New York, in the sale of Ipana tooth paste, will cease advertising that this preparation and massaging will correct any unhealthy gum condition; that Ipana and the use of a tooth brush will restore to the gums the stimulation they need to remain firm and healthy; that modern dental science or the country's dentists urge or approve the use of Ipana and massaging in the care of teeth and gums, and that Ipana and massaging will prevent one from becoming a "dental cripple".

WJTN Staff Additions

Jamestown, N. Y.—Recent additions to the staff of WJTN are Gardner Smith, announcer and Harriet Stem, continuity writer and women's program director.

Smith is a graduate of Hamilton College and comes to WJTN from WSYR, Syracuse. Miss Stem is a graduate of Syracuse University and served in the capacity of director of women's programs at WSYU, Syracuse University.

MCA

RICHARD

BEGINNING

LUCKY

YOUR HIT



JOE PENNER, who gives his final broadcast of the season on Sunday over CBS, returns Oct. 3 at the same time and with the same cast, including Gene Austin, Joy Hodges, Coco and Malt, and Jimmy Grier's orchestra.

An invitational audience, including college presidents, Shakespeare scholars, stage and screen players and producers who have made names in Shakespeare, watched NBC launch its Streamlined Shakespeare series Monday evening, with John Barrymore reading both the Hamlet and the "ghost" roles. Whether or not NBC will keep the same hour throughout the series is not definite, as CBS starts its Shakespeare series July 12, and the two would bump. Both CBS and NBC doing elaborate promotion campaign with schools, clubs, libraries, etc.

Vachel Lindsay, touchy about releasing radio rights for his poem, "The Congo," has given in and ok'd it for KMTR this week.

Frank Robinson Brown is presenting Los Rancheros Troubadors nightly over KMTR by remote from the Knickerbocker.

Eddie Cantor starts this week filming "Ali Baba Goes to Town" for Twentieth-Century Fox.

Ferde Grofe will play his "Grand Canyon Suite" in Hollywood Bowl on July 22, with Aida Broadbent presenting the interpretive dances.

Jean Ellington In 3rd Spot

As part of her newly launched build-up, Jean Ellington has just been placed in a steady spot on NBC's Week-End Revue program, which is usually composed of guest artists.

This makes the third program on which Miss Ellington may be heard each week.

WFBM Team Lands Sponsor

Indianapolis—Ruth Noller and Ada Straub, who have been playing double piano on WFBM, have caught a sponsor. Emrich Furniture Store signed on the dotted line for nine weeks with options of renewal. Gals have been on sustaining.

PRESENTS

HIMBER

AUG. 11 NBC

STRIKE

PARADE

NEW PROGRAMS—IDEAS

Squawks and Peeves

"Complaints, Incorporated" is the title of a new public service program started by WJAY, Cleveland, at 10-10:30 a.m. daily except Sunday, under co-sponsorship.

A telephone has been installed in the studio and listeners are invited to phone in their complaints and pet peeves to the program. These complaints, provided they are reasonable, will be turned over to the proper civic or other officials in the city for an answer.

Complaints are answered on the program just as soon as the person concerned makes his reply. Listeners may also write letters of complaint, which will be handled in the same manner.

Ladies Only Reporter

Broadcasting from in front of a popular apparel shop, KDYL, Salt Lake City, presents "Feminine Viewpoints" for a quarter-hour each Saturday morning. Ladies only are permitted to participate. Myron Fox, Inquiring Reporter, asks questions of interest to women. Merchandising angle is provided by asking those facing the microphone for a slogan for the sponsor, and on each broadcast a merchandise prize is awarded.

Saluting Retail Merchants

In a new series of half-hour broadcasts starting Saturday, entitled "The March of Progress," KDYL, Salt Lake City, salutes retail merchants and distributors of Utah. The first broad-

Coincidence

Production men at WMCA are seeing double. On Tuesday, at 1:49.50 p.m., Mayor LaGuardia started a talk on WMCA, being introduced by the toastmaster at the Lions Club luncheon. Yesterday at 1:49.45 p.m., the toastmaster at the A.F.A. luncheon sat down, and Mayor LaGuardia started to talk, being logged at 1:49.50 p.m. exactly—and of course on WMCA.

cast will be dedicated to the refrigeration industry and dealers. Subsequent programs will deal with air-conditioning, home-building, radio receivers, automobiles and other important industries over a 13-week period. Although no product or dealer names will be mentioned in the broadcasts, window posters are to be provided each week to the dealers receiving the radio handshake.

Actual Barn Dance on KGNO

Latest addition to the original program ideas at KGNO, Dodge City, Kas., is the broadcast of an actual barn dance each Saturday night. The dance is held in Claude M. Cave's used car building. The station's Hillbilly group provides the music, and from 75 to 200 couples dance, surrounded by a crowd of onlookers. In addition to the old time dancing, including squares, one-steps, schottisches and waltzes, there are special entertainment acts. The broadcast lasts two hours from 8:30 to 10:30 p.m. and is sponsored by Claude M. Cave & Co., Chrysler and Plymouth car and Case Machinery dealers.

Limbering Up the News

Believing that news broadcasts are more enjoyable when given in an informal form, KDYL, Salt Lake City, goes into its third year of radio newscasting by making its five quarter-hour news periods conversational in tone, eliminating the cut and dried quips and date lines.

NBC Artists Set for Disks

NBC Artists Service has set a number of its contract artists for recording work with the Chevrolet company, World Broadcasting and Muzac. Chevrolet engaged Dorothy Dreslin, Alice Joy and Ross Graham for their transcription series with Gus Haenschen's orchestra. World Broadcasting secured the services of George Griffin, and Muzac hired the Norsemen Quartet.

NEW BUSINESS

WFIL, Philadelphia

Sun Oil Co., through Roche, Williams & Cunningham; Hecker H-O Co., through Erwin, Wasey & Co.; American Oil, through Joseph Katz; Ironized Yeast, through Ruthrauff & Ryan; Procter & Gamble, through Ruthrauff & Ryan; Tidewater Oil Co., through Lennen & Mitchell.

Boston

WBZ-WBZA: Refrigeration & Air Conditioning Training Corp., through Nat'l Classified Adv'g Agency.

WNAC: Procter & Gamble (Lava soap), through Compton Adv'g Agency; Cosmos Chemical Co. (Santovan), through B.B.D. & O.

WEAN: Lincoln Lace & Braid Mfg. Co., Providence, through Arthur Braitsch, Providence.

KOMA, Oklahoma City

Wilson & Co., Pennzoil; Chevrolet zone dealers; Anderson Arctic Ice Co.

Chicago

WMAQ: Kraft Phenix Cheese, spots on O-Ke-Doke, through J. Walter Thompson.

WGN: Kraft Phenix Cheese.

KMBC, Kansas City

Goodrich Silvertown Stores, disks featuring Success Doctor, through Ruthrauff & Ryan.



NORMAN BARRY, NBC announcer, and Harlan Wells and Beanie Neibuhr of "First Nighter" ork, back from fishing trip in Wisconsin.

John Huston, Walter's son, who plays Lincoln in "The Lonely Man" at the Blackstone theater essayed the role of the Great Emancipator in Chicago Mummies Theater presentation over WCFL the other evening.

Opal Craven, Lullaby Lady of Carnation Contented hour, is wearing her arm in a sling. Struck by a golf ball on the North Shore course while waiting to tee off.

Duncan Macpherson has inaugurated a Golf Clinic on WJJD, presenting leading golf pros as guests.

Frank Black, who commutes to Chicago weekly on Mondays, stayed over Tuesday for the big fight.

Ed Cerny, NBC Music library, back from Hollywood vacation.

Eric Sagerquist, musical director of Gold Medal Feature time off for weekend of Muskie fishing at Hayward, Wis.

Joan Blaine has resigned her role in Princess Pat's "A Tale of Today" to take a summer vacation.

Star Signs 6 Stations

Chicago—Star Radio Programs Inc. signed six stations during the NAB convention here for its program service. Stations are WTRC, WFBG, WISN, KWJJ, WLAP and KPMC. D. L. Studin, vice-president, and William Gartland, sales manager, represented Star at the convention.

Eve Casanova in WMCA Series

Eve Casanova, widow of Lou Tellegen and noted authority on beauty, has a new show over WMCA at 9:35 a.m. Thursday and Saturday, talking on charm.

Miss Casanova was Paris correspondent for a leading style magazine the past season.

Two Screen-Tested

Del Casino made a screen test for Paramount Pictures on Tuesday.

Ed Jerome of Heinz Magazine of the Air's "Trouble House" is scheduled to make a movie test for 20th Century-Fox.

JERRY COOPER

HOLLYWOOD HOTEL

CBS

FRIDAYS 9 P. M. EDST.

SAN FRANCISCO

Kenneth Spencer, Negro basso, in town from Philadelphia where he studies at the Curtis Institute in winter. A former NBC staff artist ("Truthful Deacon Brown"), he'll very likely get another series here this summer.

Grace Cooper, actress, who's been in Hollywood several months, is back in town to rejoin the cast of the John and Molly Farmer sketch on NBC's "Western Farm & Home Hour" via KGO. Recently had her nose straightened.

NBC announces signing of Amelia Earhart for two exclusive interviews—one from Honolulu, the other from San Francisco.

Wallis Ford, KYA announcer, stepped up into Bob Stanley's job in the production department.

Lois Williams, CBS press, on vacation.

Les Allen, band vocalist, also technician for Sweet's ballroom in Oakland, will do all the broadcasting of name bands doing one-niters there. Debuted Sunday by calling Jackie Coogan's numbers aired via KYA.

Vic Hurley, Seattle author, has been added to the KOMO-KJR continuity staff, it is announced by W. W. Warren, program director for the two NBC stations.

Max Waisman, NBC Chicago producer, in town on his vacation.

A. H. Saxton, NBC Western Division engineer, and P. A. Sugg, studio engineer, are on vacation.

CBS Salute to WRVA

CBS will broadcast a special salute to station WRVA Sunday when that station joins the CBS web as a regular outlet. Program will be heard 8-8:30 p.m. and will feature, among others, Mitzi Green, Ray Heatherton and Alfred Drake. A piano team and a staff orchestra will also be heard.

Nat Abramson's Mother Dies

Mrs. Etta Abramson, 80, mother of Nat Abramson, manager of the WOR Artists Bureau, died yesterday in the Park East Hospital following a severe illness. Funeral Services will be held at 10:30 this morning in the Park West Chapel, West 79th St.

Olga Albani on Chevy Disk

Countess Albani, who came to New York from Chicago for a guest appearance with Ray Sinatra over WJZ today, will remain over a few days more to make a recording with Gus Haenschen for the Chevrolet program.

Richard Maxwell Celebrates

Richard Maxwell, CBS tenor and philosopher, celebrates his 10th year on the air by adding a new program to his series of broadcasts over CBS on July 1. His schedule now runs Monday through Friday, 9:30-9:40 a.m., Saturday, 10:15-10:30 a.m.

★ Coast-to-Coast ★

WOV-WBIL this and that: Harry Grelck, studio engineer, was recently married to Miss Helen Groth of Brooklyn. . . . Walter A. Graham, control supervisor, is the proud father of a 7¼-pound baby girl. . . . Robert E. Study, chief engineer, is building his own home on North Long Beach Ave., Freeport, L. I. . . . Karl Neuwirth, in charge of the WOV transmitter, is a student of Brooklyn Polytechnic Institute. . . . Robert Dickens, transmitter engineer, is a former radio man aboard the U.S.S. Florida. . . . Maurice Kamke, studio engineer, won \$500 on a ten-cent chance in a recent church bazaar. . . . Nicholas Gerrity recently completed eight years of service for WOV.

Robert Brooks, production manager for KRLD, Dallas, leaves July 1 for a month's vacation in California.

Bob Leefers and Doug Grant, program director for WMT have been searching the woods for new musical talent in and around Cedar Rapids for use on various musical programs during the day. Were bowled off their feet the other day when they heard a sweet blues singer over the station on a local program. Both rushed to the studio at the same time only to see Elizabeth Munger, one of the girls in the front office, singing on the "Cedar Valley Frolic." Aside from being a bit nervous the girl came through in grand style and is now being coached to appear on future WMT spots.

Charles Armstrong of Federal Theater and Dorothy Weller, actress, are among altar-bound WCCI-ites, according to word from Bridgeport. Lorraine, Ethel and Dorothy Brown of the same station are vacationing.

"Drums of Destiny", by Donald Thompson, WHO production manager, was recently presented over WOL, Washington, D. C., under the direction of Ronald Dawson. Thompson, besides writing radio plays for the Playhouse, and other WHO program scripts, is doing free-lance fiction writing.

Soren Munkhof, formerly Omaha Bee-News reporter and later a teacher of journalism at an Omaha high school, has been employed as local news reporter for WOW, Omaha, and as assistant to News Editor Foster May.

A new radio revue to be known as the "Atlantic City Revels", comprised of stars appearing at the famous resort this summer, will be headlined by Oshins and Lessy. The new program will be heard from CBS, beginning in mid-July. Oshins and Lessy are the young comedians who made their radio debut on the Vallee

Varieties recently. They will be starred at the 500 Club while in Atlantic City.

Frank Dailey's CBS broadcast on June 29 will be short-waved to England. The transatlantic salute is occasioned by the tribute paid Dailey recently by English musicians, who selected him as leader of the outstanding swing orchestra comprised of white musicians. Their views were obtained by "Crescendo," musical magazine published in Great Britain. Louise Wallace, regular vocalist with the Dailey organization will also be heard on the program.

"Please Stand By," musical satire concerned with radio which will be presented on Broadway in September, will have Lee Wiley in the leading feminine role. Miss Wiley, recently returned from Hollywood and a session of picture-making, will be heard on the air soon in the CBS spot vacated by the vacationing Phil Baker.

WSOC, Charlotte, chatter: Earle J. Gluck, president and general manager, Mrs. Gluck, and Commercial Manager Bill Irwin made the trip to the NAB convention in Chicago with Bevo Whitmire, manager of WFBC, Greenville. . . . Cy Carter, engineer, back from a week's vacation jaunt with Mrs. Carter. . . . Charlie Hicks, assistant program chief, elevated himself the other day—he and the missus moved to an apartment one floor higher than before.

Stepping from the reception line at her son's wedding, Mrs. Roosevelt will go on the air from WDEL, Wilmington, Del., for her regular weekly broadcast on June 30 at 7:15 p.m. over the NBC-Blue Network. While the wedding bells of Ethel Dupont and Franklin Jr. re-echo, Mrs. Roosevelt will broadcast a discussion of the summer plans of the family and also the schedule of the "Summer White House." For her radio guest Mrs. Roosevelt will present Carleton Smith, NBC's "Presidential announcer," the man who introduces the President whenever he broadcasts and has travelled all over the country with him.

"Down the Dusty Road With William Grow" is a new Monday-through-Saturday feature at KFOX, Long Beach, Cal. It features William Grow, author and narrator. Hal Nichols and His School Kids, another KFOX feature, has been lengthened to a half-hour variety show on Sundays. Script is by Lou Huston. Incidentally, by arrangement with Nichols, Long Beach theatergoers were given a chance to see two of the station's announcers, Foster Rucker and Frank B. Goss, in "Accent on Youth" put on by the Long Beach Players Guild last week.

PHILADELPHIA

KYW's Roger Williams and WFIL's Burton Rogers are the same person. Williams is auditioning in New York for a singing spot.

Ben Greenblatt, KYW piano rambler, will play the wedding march at the marriage of Ethel du Pont and Franklin D. Roosevelt Jr.

Thomas J. Donohue is reporting Montgomery County news over WIBG every Sunday for T. P. Lowry, Inc., local Ford dealers.

Johnny Coombe, who scribbles a chatter column for the Germantown Courier and other local weeklies, is doubling over WIBG airplanes with his home-town gossip.

Grace Moore has been set for an Aug. 10 date to sing with the Philadelphia Orchestra at the Convention Hall here.

Todd Sloan, engineering supervisor for Westinghouse Electric at KYW, sails this week for a 10-day cruise to the West Indies.

Daniel Barlow, formerly connected with the engineering department of Philco, is the newest addition to the WIP technical staff.

ST. LOUIS

G. Bradford Simpson, scripter for "The Land We Live In" (Union Electric Light & Power), and "To The Lovely Ladies" (St. Louis Dairy), both KMOX features, hopes to lose some 75 pounds within the next six months. He now tips the beam at 295 or thereabouts and is entering St. John's Hospital for several days to get thoroughly familiar with his reducing diet.

Verna Burke, who toiled for WJZ in New York during the past 30 months, is back in her home town for a run at the Biltmore Country Club. She is feeding the patrons with a bevy of songs cooked up by Charley Boulanger, pop ork boss of Manhattan.

Jerry Hoekstra, public affairs director of KMOX, and his sparring partner, better known as Gladys Post, will vacation at their farm in Michigan.

Vic Rugh of the KMOX staff has about recovered from the arrival of a 6-lb. girl at his domicile. Rest of the staff have recovered from the cigars he passed out.

KMOX has perfected a publicity tie-up with the South St. Louis Neighborhood News, published by Ben Nordman. A weekly column of radio gossip from the station will be used. Tie-up is somewhat similar to that between KWK and the South Side Journal, an opposition neighborhood newspaper.

Mike Zuzenak, who writes arrangements for Ben Feld's ork, is vacationing in New York.

Nancy Peck, secretary to Ken Church, sales manager for KMOX, has left the station to become the bride of Gage Kent.

WITH THE ★ WOMEN ★

By ADELE ALLERHAND

MARY SMALL, teens-age vocalist, busy as anything these days, what with a guest appearance on the Joe Cook show Saturday...an opening at Detroit's Michigan Theater on July 2, then back to N. Y. to depart on a 15-day cruise with Canadian and Bermudian ports of call accompanied by Mama Small, on the 31st...If rumor proves reliable she'll go coastward as featured singer with a J. Walter Thompson air show of impressive proportions... "Hilltop House", the Selenia Royle, Carlo D'Angelo offering, seems likely to have a five a-week spot on Columbia, come fall, barring accidents... Louise Massey and her western entourage booked for 14 (count 'em) guest shots, in Chi...they play a return engagement at the Chicago Theater the week of July 9, with a mammoth western production being built around them....

Dorothy Thompson takes the air Aug. 8 for a big cigarette sponsor over the NBC coast-to-coast network... One reason Benay Venuta, Patti Chapin, Ray Block, the Eton boys and Russ Morgan are glimpsed at the Zebra Bar is Ann Balthus... Ann's married to Pat, one of the two proprietors, but retains her job as sec to Ray Block, with whose outfit she's done considerable ether warbling... Elsa Maxwell and Gertrude Lawrence, both lotus-eating across the Atlantic, report the usual "wonderful time".... Jean Paul King and his scribe wife spend week-ends at the Provincetown Wharf Theater on account of he's associate manager of the enterprise.... The Watson Sisters of variety fame to record four swing ditties for National Recordings, according to Ben Greene....

Mitzi Green, who failed to make her scheduled appearance on the Rudy Vallee program last week, because of illness, will be aired on it tonight... La Green will do her much-heralded "The Lady Is a Tramp" and will offer her impression of Luise Rainer in the "Ziegfeld" opus.... Little Norma Lind, now pow-wow-ing with M-G-M execs, to vocalize with the Bamberger Symphony over WOR on July 2... Roxanne convallescing with a broken wrist, acquired when she stumbled in front of the Music Hall... Gladys Netburn, Ed Wolf's diminutive brunette amanuensis, joins the ranks of the married July 24... Unless something unforeseen occurs, Gladys and spouse will honeymoon in California....

RADIO PERSONALITIES

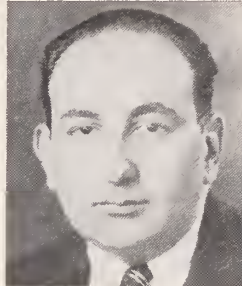
No. 45 in the Series of Who's Who in the Industry

THE story of Ralph L. Atlass, president of WJJD, Chicago and WIND, Gary, runs back to 1914 when as a lad of 10 he toyed with wireless down in Lincoln, Ill. His older brother, Leslie, now CBS v.p. in Chicago, became interested, and soon they were broadcasting for amusement, finally moving the station to Chicago where they persuaded their mother to let them continue broadcasting from their home at 7421 Sheridan Road. Thus they gradually forged onward.

Ralph Atlass was the pioneer play-by-play football reporter doing Northwestern games from Dyche stadium himself. From announcing he moved to control board operations—and then into the program department. While here he arranged for the Granada cafe pickups that were to make Guy Lombardo famous. Atlass took a chance on Lombardo playing ten miles from the loop. The night he went in, six couples attended. A week later place was a sellout and Lombardo became overnight sensation.

Ralph Atlass was the first broadcaster to put such organizations as the American Medical Association and Chicago Dental Society on the Air. Educational broadcasts occupy year in year out important positions on the WJJD and WIND schedules.

Several years ago Ralph Atlass disposed of his interest in WBBM to CBS and acquired WJKS, Gary, now WIND, and soon thereafter WJJD from the Loyal Order of Moose. Relatively unknown at the time, both have since been made outstanding successes.



Pioneer play-by-play football reporter.....

ORCHESTRAS - MUSIC

JERRY GILBERT and ork will play at the Edgewater Gulf Hotel, outside Biloxi, Miss., again this summer. Spot has a WGN wire.

Harold Jotdy, whose musical aggregation was scheduled to break up when the New Orleans Rose Room closed, advances into the Roosevelt's swank Fountain Terrace cocktail room instead. They'll be ethered via WWL, WSMB and WDSU.

Tony Almerico, trumpeting singer-comic, whose band is featured at Club La Place, La Place, La., takes the place of a floor show, with the assistance of his musical ensemble.

Nightly broadcasts of dance music from the grill room of the Hotel Muehlebach, Kansas City, via WDAF, which were discontinued three weeks ago because of local hotel strike, have been resumed with Carlos Shaw in command of a band of local musicians. No Sunday broadcasts, however.

The NBC Rippling Rhythm Revue Sunday night goes nautical in the zany manner, with Bob Hope offering his own version of "Sailboat in the Moonlight".

Horace Heidt and the outfit he bats will attend the premiere playing of his first records on WNEW's "Make Believe Ballroom" today, from 6-6:30 as guests of Martin Block. Program consists of brand-new Brunswick releases: "Building a Band", "Gone with the Wind", and "The Bells of St. Mary", with a sprinkling of songs by Larry Cotton, tenor, Alvin Rey, electric guitarist,

the four King Sisters, and Jerry Bowne, comic and singer.

WQXR has designated July as request month for music, with listeners writing in their favorites. Results so far have proved that the great composers are those which listeners over that station prefer. Beethoven heads the list, followed by Tchaikowsky, Wagner, Mozart, Sibelius, Brahms, Schubert, Bach, Debussy and Liszt, in the order named.

Johnny Green and his band will introduce new ditties by three unknowns, namely; a bank clerk, a real estate man and the sister of a movie star, all of whom show great musical promise, on their June 29 broadcast over the NBC-Red network at 9:30 p.m. Composers are Mel Wettgreen, bank clerk, Richard Lewine, New York real estate man, and Bonnie Lake, younger sister of Ann Sothorn.

Remick's Charlie Warren will run a special midnight preview of "The Singing Marine" Monday evening at the New York Strand Theater, introducing Warren & Dubin's new score.

60-Day Deal for Earhart

NBC Artists Bureau yesterday signed Amelia Earhart to a 60-day contract to take effect at the completion of her present world flight. Fred Newman, navigator with Miss Earhart, has been signed to a 90-day contract which will also become effective at the end of the flight. The Kidoodlers, a novelty quartet, has been signed to an exclusive contract by the bureau.

★ F. C. C. ★ ACTIVITIES

APPLICATIONS GRANTED

Owensboro Broadcasting Co., Owensboro, Ky. CP for new station. 1500 kc., 100 watts, unlimited.

WAPQ, Chattanooga, Ga. CP to install new transmitter, increase power to 100 watts night, 250 watts day, change hours of operation to unlimited. 1420 kc.

WJAR, Providence, R.I. CP to make changes in equipment and increase power to 1 KW. night, 5 KW. day. 890 kc., unlimited.

Harold M. Finlay and Mrs. Eloise Finlay, La Grande, Ore. CP for new station. 1420 kc., 100 watts, 250 watts LS., unlimited.

WHBB, Selma, Ala. Mod. of license to change hours of operation to unlimited. 1500 kc., 100 watts.

Okmulgee Broadcasting Corp., Okmulgee, Okla. CP for new station. 1210 kc., 100 watts, daytime.

WHBB, Selma. Vol. assignment of license to Selma Broadcasting Co., Inc.

APPLICATIONS DENIED

Edwin A. Kraft, Petersburg, Alaska. CP for new station. 1420 kc., 100 watts, unlimited.

Bayou Broadcasting Co., Houston. CP for new station. 1210 kc., 100 watts, daytime.

HEARINGS SCHEDULED

June 28: El Paso Broadcasting Co., El Paso. CP for new station. 940 kc., 1 KW., unlimited.

World Publishing Co., Tulsa. CP for new station. 940 kc., 1 KW., 5 KW. LS., unlimited.

KGKL, San Angelo, Tex. CP to change frequency and power to 940 kc., 1 KW., 5 KW. LS., unlimited.

Tribune Co., Tampa. CP for new station. 940 kc., 1 KW., 5 KW. LS., unlimited.

Earl Weir, St. Petersburg, Fla. CP for new station. 1370 kc., 100 watts, unlimited.

KCMO, Kansas City. CP for change in frequency and power to 1450 kc., 1 KW., unlimited.

KRE, Berkeley, Cal. CP for change in frequency and power. 1440 kc., 500 watts, 1 KW. LS., unlimited.

APPLICATION RECEIVED

Hollenbeck Heights Christian Church, Los Angeles. CP for new station. 1170 kc., 100 watts, limited.

Extra Value

WFBM, Indianapolis, furnished the Columbia network with some unexpected extra talent when originating a program with A. Copeland Callen, president of Kiwanis International, as speaker. Callen, in town from Pittsburgh, for the national convention, brought along a chorus of 20 mixed voices, who were also fed to the web during the quarter-hour program.

OKLAHOMA CITY

Neal Barrett, manager of KOMA is doing a bit of vacationing in New York, the Carolinas and Florida. While in New York, Barrett will confer with Columbia and Hearst officials in lining up the fall schedules. His main intent in visiting New York was to attend the convention of the AFA, of which he is Governor of the tenth district. In Barrett's absence, Beryl Lottridge, KOMA's new commercial manager, is in charge of the Station.

Harold Sparks, announcer and writer for KFXR is little, but how that boy does get the work out.

Bob Elliston, station manager of KFXR is out of town just about all of the time, staying in front of the "mike" to let the natives know who's hitting which ball for the Oklahoma City baseball team.

GEO. SLOCUM HEADS AFA; SELF-CENSORSHIP URGED

(Continued from Page 1)

The Sun, New York, and Frank Braucher, vice-president of Crowell Publishing Co., New York.

New directors include E. H. McReynolds, retiring president; J. S. Roberts, Retail Credit Co., Atlanta; Ted Dealy, owner and publisher of Dallas News; Dorothy Crowne, United Advertising Corp., New York.

The Board will also include new AFA vice-presidents elected by two Councils of advertising clubs and Council on Departmental Activities.

The following become vice-presidents of the Advertising Federation:

Norman S. Rose, advertising director, Christian Science Monitor (Rose becomes head of the Council on Advertising Clubs of AFA); Dr. Kenneth Dameron, College of Commerce and Administration, Ohio State University (Dr. Dameron becomes a vice-chairman of the Council on Advertising Clubs); Lou E. Townsend, advertising director of the Bank of America, San Francisco (Townsend becomes a vice-chairman of the Council on Advertising Clubs); Edith Ellsworth of Roche, Williams & Cunyngnam, Philadelphia, re-elected a vice-president of AFA and chairman of the Council on Women's Advertising Clubs; H. B. LeQuatte of H. B. LeQuatte, Inc., New York, who was chairman of program for this convention, re-elected a vice-president of AFA and chairman of its Council on Departmental Activities.

Chester H. Lang, Joseph H. Appel, John Benson, Mason Britton, Ken R. Dyke of NBC, O. C. Harn, J. J. Hartigan of Campbell-Ewald, William H. Hodge, Gilbert T. Hodges, Lou E. Holland, G. R. Schaeffer, C. C. Younggreen, Helen M. Rockey and Erma Perham Proetz continue as directors.

Charles E. Murphy was reappointed general counsel.

Important resolutions adopted, along with expressions of appreciation to retiring Chairman Lang and others, were the following:

"That we encourage and commend the active steps being taken to improve the reliability of advertising



"Music By—"

Pleasing in a familiar sort of way, this WOR half-hour on Tuesday nights at 8-8:30 has done a neat job of entertaining in its first two shots. The program takes next week off, returning the following Tuesday with Leo Freudberg's orchestra as the background. The two shows already given have had Bob Haring's musical aggregation, who did a swell job, with excellent vocal contributions by Elinor Sherry, the Key Men, the Embassy Trio and Walter Ahrens.

Musical material presented was in the popular vein, but orchestrated with individuality. Program could easily be made a topnotcher of its kind.

through the adoption of codes and censorship of copy, such as the organized efforts now being made by the Proprietary and the Cosmetic industries.

"That all groups of media be urgently requested to standardize and strengthen their censorship of advertising, on a joint and cooperative basis, for the mutual benefit of media, advertisers and consumers.

"That fearless and open-minded study of the facts in regard to the economic and social value of advertising competent and impartial authorities is urgently needed to combat the misleading propaganda of detractors of advertising and those self-appointed protectors of the consumer who do not know the facts.

"That we commend cooperative movements on the part of advertisers, agencies and publishers to make a joint study of media and circulation values, such as the Traffic Audit Bureau in the Outdoor field; the Joint Committee on Radio Research in the Broadcasting field; and

"That the Federation is heartily in favor of Federal legislation to protect consumers of foods, drugs and cosmetics against deception or unworthy products, especially those prejudicial to public health. It desires the public to have full and effective protection without handicap to honest advertising or decent business. It is unalterably opposed to any State Legislation on this subject in advance of a Federal enactment. Conflicting provisions and conflicting jurisdiction would create confusion and embarrassment both for advertisers and law enforcement.

"It is vigorously opposed to discriminatory tax burdens imposed on advertising by State legislature, which handicap this wealth producing factor and stimulus to employment.

"That it is vigorously opposed to State legislation which compels registration of trade marks at high cost to their owners and in conflict with their common-law rights."

Meredith Willson

A snatch of the Meredith Willson orchestra, which originates from the NBC studios in San Francisco, was caught in the east Tuesday at 6 p.m. EDST. Only a brief 10-minute sample was aired on the seaboard outlet, WJZ, but it was enough to reveal a better than average troupe of musicians and a lively songbird in the person of Zarova offering "Tale from the Vienna Woods," plus pleasing harmony by the Three Cheers in popular stuff. Willson conducted some oldtime favorites with a nice touch of freshness.

Junior G-Man Sleuth Is Sought for Airing

Donald Peterson Radio Productions, producer of the "Junior G Men" program on WOR at 5:45 p.m. Monday-Wednesday-Friday, issued a special appeal to the newspapers for the identity of one of their members who was instrumental last week in the capture of a woman who had narcotics in her possession.

The woman was arrested when a 15-year-old boy approached Patrolman Richard Dimler who was walking along Fourth Ave. near 48th St. The boy, according to the officer's testimony, pointed out the woman and stated that he was a member of the Junior G-Men and that he had been shadowing the woman all day. The boy concluded, "I'd better not hang around here, I might get bumped off!"

At a special meeting at the Junior G-Man Headquarters, officers of the organization, which numbers over 400,000 members throughout the East, decided to bend every effort toward finding the missing hero so that he could relate his experiences to fellow members via the airwaves.

Scripts for Shakespeare Class

West Coast Bureau, RADIO DAILY

Los Angeles—Scripts of John Barrymore's modernized "streamlined" radio versions of the plays of William Shakespeare which are being presented over the coast-to-coast Blue network of the National Broadcasting Company, are to be used in the Shakespeare study courses of the University of California at Los Angeles.

Dr. Alfred E. Longeuil, head of the Department of English at the University, was so impressed by Barrymore's performance of "Hamlet," initiating the series, that he requested NBC to provide him with scripts of all future Shakespeare plays for the library of the Department of English for use in the University's courses in the works of the bard.

EUGENE O'NEILL PLAYS ARE ACQUIRED BY NBC

(Continued from Page 1)

45 minutes to a full hour, depending upon the individual plays. Plays to be presented are "Beyond the Horizon," "The Fountain," "Where the Cross Is Made" and one yet to be named.

WJAY Shut-In Series

Cleveland—Starting Monday, WJAY will feature a new series dedicated to shut-ins and invalids. It will be heard daily except Sunday at 11 a.m. EST. The initial broadcast will come from the front porch of nationally famous Pop Garvey, king of shut-ins, who has been confined for seven years.

Garvey is known throughout the country because he began mail and short wave communication on a large scale among shut-ins. He has a wide following established by regular appearances on a program called "Information" formerly produced for United Broadcasting Co. stations by Mendel Jones, program director. Wayne West and Rea Matey, UBC vocalists, will be featured on the shows to follow.

BOSTON

Evelyn Scott, secretary to Del Castillo, WEEI's production chief, is wearing a new engagement ring. Neil Wallace, announcer and news commentator at the same station is the lucky fellow. The wedding bells will ring out next winter.

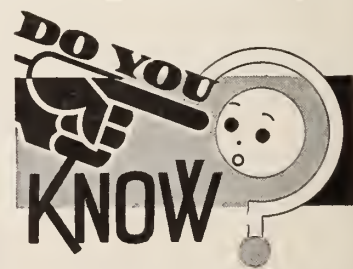
Doris Terrill, popular WBZ organ soloist, has rejected her long familiar theme melody, "Gold and Silver Waltzes" for one of her own composition, an original fantasy for organ entitled "Summer Shadows."

Lewis S. Whitcomb, WEEI publicity director now convalescing at his Weymouth home, has become quite proficient as a graphologist. The gang at WEEI have all sent in specimens of their handwriting and "Whit" is giving them the lowdown.

E. J. "Mike" Rowell, for nine years director of agricultural broadcasting on WBZ, Boston, leaves July 1 for Washington to join the radio section of Bureau of Agricultural Economics, U. S. Department of Agriculture. He was recently given a testimonial at the Hotel Brunswick.

ONE MINUTE INTERVIEW COLONEL JACK MAJOR

"There's a lot of difference between radio and stage work. You can tell what you're doing on the stage. Radio is like the old game of 'Blindman's Buff' that I played when a kid. You place a handkerchief around your eyes and try to catch a girl. If you catch one you can kiss her. A kiss might seem terrible but you take the bandage off and you find you've kissed the best looking girl at the party. Or it may seem swell and you find you've kissed the snaggletoothed kid from next door."



Gracie Allen made her first public appearance at the age of 3½ in a San Francisco flower pageant, playing a lily-of-the-valley.



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 97

NEW YORK, N. Y., FRIDAY, JUNE 25, 1937

FIVE CENTS

Mutual to Expand More

CANADA TO INCREASE BROADCASTING HOURS

Toronto — Extension of Canadian Broadcasting Corp.'s daily program schedule from the present six-hour period to 12 or even 16 hours a day is announced by Major Gladstone Murray, general manager. Change will take place, he states, as soon as the new high-power transmitters are installed, in October, in the provinces of Ontario, Quebec and British Columbia. Light opera companies will make their appearance, which will give a series of 26 concerts, 13 from Toronto and 13 from Montreal.

Dramatizations and sketches based upon the activities of the Royal Canadian Mounted Police and other features also will be presented.

Major Murray says U. S. programs will be brought in from the Pacific coast stations in order to avoid the time inconvenience to western listeners when these broadcasts are brought in from eastern stations.

Norman McGee Named WQXR Sales Manager

Norman S. McGee has been appointed sales manager of WQXR. Formerly a member of that station's sales staff for several months, McGee was originally engaged in radio and theatrical work on the West Coast. In addition to his managerial duties he will assist in the production of commercial programs.

New Producing Combine Launched on the Coast

West Coast Bureau, RADIO DAILY
Los Angeles—Another new producing combine, Anthony Alving Productions adds to the growing list of independent program producers, now
(Continued on Page 3)

Labor Drama Coach

Detroit—United Auto Workers union has hired a University of Texas public speaking teacher, Mrs. Myrtle Ball, to coach a dramatic amateur group which will feed its radio program over WJBK here with labor drama. Membership is restricted to unionists and their families. Mrs. Ball will be in Detroit throughout the summer to instruct the group.

Denver Kc. Fight

Denver—Application of Scripps-Howard, whose News at present has a daily newscast on KVOD, for full time for a new station on 630 kc. is expected to bring a stiff fight here. KFEL and KVOD, which split time, previously had asked for full time, with KFEL to remain on 920 kc. and KVOD going on 630. FCC hearing is set for Sept. 10. KLZ here and KFRU, Columbia, Mo., have entered the cast to protect their interests.

GUEST TALENT LINEUP FOR CHEVROLET DISKS

Guest teams who will appear with the Songsmiths Quartet in Chevrolet's Gus Haenschen "Musical Moments" series transcribed by WBS and aired three times weekly include the following:

For broadcast week of July 4—Jean Ellington and Bailey Axton, Kress & McDonough and Vivienne Segal, Douglas Stanbury and Louise Massey's Westerners; July 11 week—Frank Luther and Barbara LaMarr, Shirley Howard and Leonard War-

(Continued on Page 3)

Don Lee Originating Another Mutual Show

West Coast Bureau, RADIO DAILY

Los Angeles—Don Lee will originate a new Saturday half hour sustaining feature for Mutual's coast-to-coast net this week, using Shafter Parker, comedian on the "In Laws," in a comedy drama, with music.
(Continued on Page 3)

One-Hour Summer Show Set By Dodge Dealers of Chicago

WHKC-Mutual Hookup Stepping Up Next Week

Columbus—WHKC, which has been carrying two and a half hours of Mutual network programs each Sunday and the Varady of Vienna shot at 12:30 p.m., becomes a full-fledged Mutual affiliate starting July 1. Start-

(Continued on Page 3)

Addition of Stations in New Territories Is Forecast at Network Meeting in Chicago—Enlarging Service

GRUEN STARTS SEPT. 26 WITH SHEILA BARRETT

Sheila Barrett starts airing Sept. 26 at 5:30 p.m. over the NBC-Blue network for Gruen watches. Program is to include the Joe Rines band and guest singers, with Graham McNamee as emcee. McCann-Erickson is the agency, and Louis Shurr set Miss Barrett in the spot.

Defense Counsel Named In Wash'n Ascaph Suit

Tacoma—B. Gray Warner, prosecuting attorney at Seattle, has been elected to represent all county prosecutors, who are named along with the state, in the suit of Ascaph to set aside the new Washington state law regulating music copyrights. Ascaph's case will be heard here June 29 before Federal Judges E. E. Cushman of Tacoma, John C. Bowen of Seattle and Bert E. Haney of San Francisco en banc.

George, Jacques Meyer Join Cramer-Tobias 'Co.

George Meyer and Jacques Meyer have become partners in the Cramer-Tobias Company and the firm's name has been changed to Cramer-Tobias-Meyer Inc. George Meyer will be vice-president and Jacques Meyer becomes secretary. Richard D. Tobias continues as president of the agency.

Chicago—Plans for addition of more stations in new territories were revealed at the Mutual Broadcasting System's semi-annual meeting held here yesterday, with 30 station and affiliated network representatives attending.

Improved sustaining service, emphasizing news and special events, and provision of definitely guaranteeable periods for programs for national advertisers also were announced.

Fred Weber, presiding, reported that affiliate stations had agreed to move local programs to accommodate chain shows, and announced three new cooperative shows for fall readily saleable for local sponsorship.

Frank Ryan, CKLW manager, explained the station's merchandising service, which other stations plan to adopt. Lewis Allen Weiss, manager of the Don Lee Network, told of
(Continued on Page 3)

4 More Canada Outlets Signed by Weed & Co.

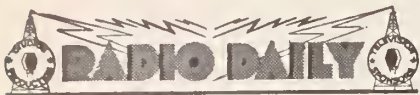
Weed & Co., station reps, have signed four additional Canadian outlets. They are: CJKL, Kirkland Lake; CFCH, North Bay; CJGS, Stratford, and CKGB, Timmins, all in Ontario. Outlets are operated by the Northern Broadcasting Co., of Toronto and Timmins, headed by Roy Thomson.

Representation of these stations in the U. S. is effective forthwith and brings the firm's roster of Canadian transmitters to 13. Joe Weed is currently on a tour of Canadian provinces served by stations his concern represents, having left the NAB convention in Chicago yesterday.

Casino in Parker Spot

Del Casino has been signed by the Lennen & Mitchell agency to succeed Frank Parker as vocalist on the Sunday night "Rippling Rhythm" show for Woodbury on NBC-Blue network. Columbia Artists Inc. set the deal through Paul Ross and Jimmy Appel. First date for Casino is July 4. Orchestra on the program is Shep Fields. Bob Hope is the comedy star.

Ruthrauff & Ryan is the agency.



Vol. 1, No. 97 Fri., June 25, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp., J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone WIsconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk and Verne Bailey, 6425 Hollywood Blvd. Phone Granite 6607. Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

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FINANCIAL

(Thursday, June 24)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	165	164 1/4	164 3/8	- 5/8
Crosley Radio	20 1/4	20 1/8	20 1/4	...
Gen. Electric	53 3/8	52 3/8	53 1/2	+ 5/8
North American	23 1/2	23 1/4	23 3/8	+ 3/8
RCA Common	8 1/4	8	8 1/4	+ 1/8
RCA First Pfd	64 7/8	64	64 7/8	+ 7/8
RCA \$5 Pfd. B.
Stewart Warner	17 5/8	17 1/4	17 5/8	+ 1/8
Zenith Radio	33 1/2	33 1/4	33 1/2	...

OVER THE COUNTER

	Bid	Asked
CBS A	28	29 1/2
CBS B	27 1/2	29
Stromberg Carlson	13	15

Bert Lytell Disk Series Makes Debut on July 7

Bert Lytell in "Alias Jimmy Valentine," new disk series, starts July 7 on WHN at 7:30-7:45 p.m. The program also will be carried by other stations from coast to coast. Transcriptions were prepared by WBS for Larus & Bros. (Edgeworth tobacco and Comino cigarettes). Blackett-Sample-Hummert Inc. has the account.

WNEW Names Rambeau

William G. Rambeau & Co. has signed WNEW for two years, effective July 1. Firm will represent the outlet nationally outside of New York.

Aileen Stanley in BBC Tele

London—Aileen Stanley, American songstress now appearing at the Mayfair here, has been signed for a series of three television broadcasts by BBC next month.

MARTIN BLOCK'S "Make-Believe Ballroom"

A WNEW FEATURE
1250 Kc.

10 TO 11 A. M. □ 6 TO 7:30 P. M.

WHK Vox Pop From City's Highest Tower

Cleveland—Visitors to this city will be treated to an unusual spectacle starting July 3 when WHK inaugurates a new series of remote control broadcasts from the highest point in the city—The Terminal Tower. Thousands of people pouring into the city for the Great Lakes Exposition make daily visits to the observation platform in the Tower and many of these will be given an opportunity to give their impressions on Cleveland. It will be conducted in the Vox Pop manner, but Mendel Jones, program director, is planning a varied program of questions which will prove of general interest over a wide area. Indications are that this new show will top all others in human interest and genuine civic value due to suggestions which visitors may make.

Fred Uttal Is Handling Willys-Overland Shows

Fred Uttal, free-lance announcer, has been placed in charge of production and announcing for the Willys Overland series, heard over the Mutual network Sundays, 10-10:30 p.m. Uttal will fly to whatever city Kay Kyser and his band are playing in each week. Broadcast next Sunday will originate from the roof of the Ritz-Carlton hotel in Boston.

McKesson & Robbins Starting WEAJ Serial

McKesson & Robbins will present "Joyce Jordan, Interne" over WEAJ-NBC Mondays through Fridays, beginning next week. Schedule changes in October, with the show going on Mondays through Thursdays at that time. Brown & Tarcher, Inc. is the agency.

Elaine With John

Elaine Barrie Barrymore will co-starred with John Barrymore in the second of NBC's "streamlined Shakespeare" productions, "Richard III", on Monday at 9:30-10:15 p.m. over the Blue network. Hanley Stafford, Frederick Shields and Hans Conreid will be in the supporting cast.

WPA Cycle Change

Current series of Symphonic Dramas being presented by Radio Division of the WPA Federal Theater over WQXR will be replaced June 29 at 9-10 p.m. by a cycle of Ibsen plays. First is "The Master Builder."

Six Daily Weather Reports

Weather outlook is broadcast six times daily by WMCA. First report is given at 7 a.m., when station starts for the day, and the last at 1 a.m.

WOR Bolsters Regatta Unit

Jerry Danzig has added Al Ulbrichson, coach of the U. of Washington crew, winners of Tuesday's Poughkeepsie regatta, to the WOR commenting staff for the Yale-Harvard crew meet.

Boran to Mimic Lewis

When Arthur Boran plays in Washington in a fortnight he will present for the first time on the American stage an impersonation of John L. Lewis.

Hearst Papers Use WOR To Publicize New Setup

The New York Daily Mirror and the Journal, starting yesterday, are using WOR facilities to acquaint readers with the consolidation of the N. Y. American with those two newspapers. The Mirror has purchased a series of six spot announcements to be used over a period of six days. The Journal has bought 10 announcements, the time not yet determined.

Damrosch Music Series Resumes Oct. 15 on NBC

Walter Damrosch will start the tenth season of the NBC Music Appreciation Hour on Oct. 15. Broadcasts will go over both the Red and Blue networks at 2-3 p.m.

Gov't Station Wins Support

Washington Bureau, RADIO DAILY
Washington—Although no hearings have as yet been scheduled on his bill, officials high in State Department and other branches of government have accorded hearty support to the measure introduced by Congressman Emanuel Celler, authorizing \$700,000 for Navy Department to construct a powerful broadcasting station to combat propaganda in Latin America by European fascist states, it is announced. Plant would be known as Pan-American Radio Station and would cost \$100,000 yearly to operate.

"Five Star Final" Change

WMCA's "Five Star Final" changes to a new time Monday. It will be heard through Friday at 7:15-7:30 p.m., while the Sunday period remains the same, 9-9:30 p.m. Program is directed by Philip Barrison, with Carl Fenton's orchestra in background.

Set by CBS for Drene Disks

Johnny Augustine's orchestra and Kenneth Roberts have been set by the Columbia Artists Inc. for a series of recordings for Drene Shampoo. Freddie Rich and his orchestra have been set for a series of transcriptions for WBS and will begin recording Friday.

Borah on NBC Tomorrow

Senator William E. Borah will speak over the NBC-Red network at 8-8:30 p.m. tomorrow from Washington on "The Steel Situation."

COMING and GOING

E. C. MILLS, chairman of the Ascap administrative committee left yesterday for Tacoma, stopping off for a short visit in Chicago en route. Accompanying Mills are LOUIS D. FROLICH and HERMAN FINKLESTEIN of the law firm of Schwartz and Frolich, Ascap general counsel.

JOE McELLIOTT of the CBS Photographic Department left for the coast yesterday to view pictures in connection with the new series of Shakespeare broadcasts. He'll be gone about three weeks.

OCTAVUS ROY COHEN, JR., head of the Havana Advertising Agency, in Cuba, who has been in town for the past six weeks recuperating, will return next week.

LESTER GOTTLIEB, MBS publicist, hopped to Detroit at the close of the NAB convention in Chicago.

BENAY VENUTA leaves the Drake Hotel in Chicago next week to go to Hollywood where she will appear in the Ken Murray show.

ROBERT ARMBRUSTER is leaving New York immediately to take up his duties in Hollywood as musical director of the W. C. Fields Chase and Sanborn show.

MRS. CHARLOTTE SMITH accompanies her daughter, KATE, and joins TED and JEANETTE COLLINS, and their daughter, ADELAIDE, to Canada today for a two-month vacation.

JACK LAVIEN and his wife left the other day for a westward business trip.

JOHN IRACI, president of International Broadcasting Corporation and general manager of WOV, WBIL, WRAX and WPEN leaves on Saturday on the Rex for a trip to Italy and France to study European broadcasting technique and investigate the possibility of recruiting European talent. In his absence Miss Hyla Kiczales will function as acting general manager of the 4 stations.

JACK MASON, CBS engineer, left for Maine woods with the missus, BETTY CREIGHTON, CBS hostess.

DAVE RUBINOFF arrived in town yesterday on The 20th Century from Chicago and the Coast where he worked on pix, "You Can't Have Everything". Resumes eastern Sunday night Chevrolet broadcasts on CBS this Sunday night.

Union Jam Cancels Airing

Detroit—A midnight broadcast over the NBC-Red network carrying a special show during the Shrine convention in Detroit was called off at the last minute when union objections arose. Musicians' union said that inasmuch as non-union Shrine musicians were being used, and admission being charged, local stand-ins had to be employed. The cost of hiring stand-ins made presentation impractical.

"BARON MUNCHAUSEN"

JACK PEARL

RALEIGH and
KOOL CIGARETTES

WJZ-10 P. M. E.S.T.—Friday
NBC Network

Dir.: A. & S. LYONS, Inc.

MUTUAL NET TO EXPAND IN NEW TERRITORIES

(Continued from Page 1)

plans for west coast expansion, including the moving of main stations to Hollywood and possibly taking over the NBC quarters.

Attending session were Alfred McCosker, chairman; E. M. Antrim, secretary - treasurer; Theodore Streibert, vice-president; Frank Ryan, Detroit; Bill Hedges, Frank Smith, Cincinnati; Robert Convey, Clarence Cosby, St. Louis; John Shepard 3rd, Boston; L. Havery, Buffalo; Harold Hough, Oklahoma; Bill Quarton, Cedar Rapids; Craig Lawrence, Des Moines; William B. Dolph, Washington; Gene O'Fallon, Denver; H. K. Carpenter, Cleveland; Sam H. Bennett, Fort Worth; John Thorwall, Dallas; William Warner, Boston; Ross Porter, Oklahoma Network; Donald D. Davis, Kansas City; Barron Howard, Richmond; John M. Henry, Omaha; Reggie Martin, Lincoln; Tams Bixby Jr., Muskogee; Frank Bishop, Denver; George Harvey, Chicago.

New Producing Combine Launched on the Coast

(Continued from Page 1)

offering complete production facilities to radio-minded biggies. New firm, with Alving at the helm and Harry David Fields, production manager, plans building custom and original vehicles for interested agencies and sponsors. The firm has just added Frederick H. Wagner to the staff to head the story department. Wagner created and wrote "The Old Judge," "Metropolis," and various other radio shows on the coast. Writer also rates story and screenplay credits for Grand National's "Killers of the Sea."

Don Lee Originating Another Mutual Show

(Continued from Page 1)

David Broekman's work will be used. Skit to be titled "Hollywood Laffs," will narrate the escapades of a peanut-brained movie producer. 4:30 p.m. PST.

WHKC-Mutual Hookup Stepping Up Next Week

(Continued from Page 1)

ing that date, local station will get a constant supply of Mutual features seven days weekly.

Two other United Broadcasting Co. stations, WHK and WJAY, both of Cleveland, also join Mutual later.

GUESTING

PHILLIP HUSTON, actor, interviewed today by Powell Clark at 3:15 p.m. on "Grand Stand and Band Stand" (WMCA).

MONTANA SLIM, on Hammerstein Music Hall, July 6 (CBS, 8 p.m.), booked through Columbia Artists Inc.

LESLIE LIEBER, on Ben Bernie program, July 6 (NBC-Blue, 9 p.m.).

NEW PROGRAMS—IDEAS

Airport Reporter on WAAT

A new program known as "The Skyways Reporter" will take the air over WAAT on July 5 and daily thereafter. The show will originate from the passenger terminal of American Airlines Inc at Newark Airport and will be heard at 6-6:15 p.m.

Bob Becker will be the mikeman in charge, with Jack Duff on the commercials. Duff is also associated with the sponsors, W. Wilderott Sons of Newark, N. J. The time of broadcast is at one of the traffic peaks of the terminal, with a Skysleeper plane preparing for departure and a 21-passenger Chicago non-stop arriving.

This program will provide a novel departure from the hackneyed "Man-on-street" type of feature, with its selected air-travelers to be interviewed rather than just passers-by. Also many interesting personalities connected with the airlines such as pilots, stewardesses, maintenance men, dispatchers, etc., will be brought to the mike from time to time. The deal was arranged by Robert Walsh of the William N. Scheer Agency, who is handling the account.

Week-End Road Information

WBAL, Baltimore, has inaugurated a program for the special benefit of its listeners who plan week-end trips.

The station, in co-operating with Nathan L. Smith, chief engineer, State Roads Commission, will have J. L. Mintiens of the Commission broadcast a brief forecast of road conditions, including detours, oiling, etc. During weeks when special events are being held in Maryland or nearby states, he will give the best possible roads to use. The program will be aired from 6:35 to 6:45 p.m.

"Newspaper of the Air"

WCOP, Boston, is announcing a new feature to advertisers. To be aired daily 8-9 a.m., new program is to be called the "WCOP Newspaper of the Air." Will be a participation type of broadcast featuring latest news flashes, tide, temperature and weather forecasts, financial news, women's features, sports and other news features. It will be everything worth listening to combined in one program. News will be broken up with popular music.

WOR Highway Service

On July 1 and 5 WOR will co-operate with the Jersey State Police by broadcasting bulletins at intervals advising motorists as to the least congested roads. Bulletins will emanate directly from Trenton police headquarters, as in years past when WOR contributed the same service.

★ ★ ★ QUOTES ★ ★ ★

RAYMOND PAIGE: "The presenting of film stars on radio programs is now such a commonplace that few recall what a terrific struggle we pioneers had, a few short years ago, to inaugurate the practice. The "California Melodies" series, of which I was music director first introduced such stars as Dick Powell to radio audiences. But we had to fight the prejudices of movie producers, who feared radio might hurt the prestige of their luminaries. That old bogey is now banished—forever!"

CLARENCE MUSE: "Scientists recently have discovered that music has a definite therapeutic value, and are recommending it in the treatment of mental disorders. This is a new theory as far as science is concerned, but in practice, it has been used for many generations. A study of primitive peoples shows that the medicine man of the tribe was accustomed to prescribing soft, gentle and appealing music whenever one of the members went berserk!"

FRANCIA WHITE: "On my one and only meeting with the late Madame Schumann-Heink, the grand old singer told me the secret of success was 'work, work, work.' And nothing in my own experience has taught me to doubt that statement. Despite all the talk about lucky

breaks, I don't think there's a single radio singer, comedian or maestro who hasn't had to work incessantly to reach his goal."

JEAN ELLINGTON: "Foot-tappers like music but don't understand it, and people who get so excited when hearing a tune that they mumble and wave their arms aren't very smart. That's the way rhythm reacts on savages and morons. Real music lovers just sit back and quietly listen to a song. Then at the end of it they show their appreciation by applause."

DAVE RUBINOFF: "How about the musical relations of radio and screen? Actually, the two industries do not cross currents or clash at any real important point. One is for public entertainment in the home; the other for public entertainment in some theater, hall or place of amusement. If an artist achieves popularity on the screen, he or she undoubtedly becomes an asset to the radio

GUEST TALENT LINEUP FOR CHEVROLET DISKS

(Continued from Page 1)

ren, Lois Ravel and Artie Lang; July 18—Alice Cornet and Stuart Churchill, Josephine Antoine and Brodsky & Trigg, Olga Albani and Sammy Herman; July 25—Baby Rose Marie and Guy Robertson, Irene Bordoni and Ross Graham, Jack and Loretta Clemens and Veronica Wiggins; Aug. 1—Annette Hanshaw and Barry McKinley, Kay Thompson and George Rasely, Al and Lee Reiser and Jane Froman; Aug. 8—Peg LaCentra and Morton Bowe, Josephine Antoine and Allan Roberts, Neila Goodelle and Nicholas Massue; Aug. 15—Dorothy Dreslin and Bob Lawrence, Phil Regan and Clementine Hieman, Bernice Claire and Reed Lawton; Aug. 22—Martha Mears and Phil Duey, Pauline Alpert and Singin' Sam, Audrey Marsh and Morton Bowe; Aug. 29—Alice Joy and Casper Reardon, Frances Faye and Ross Graham, Josephine Antoine and Barry Wood.

KDKA Adds Newscasts As Strike Continues

Pittsburgh—Strike of the mailing room clerks which has crippled distribution of local newspapers, resulted in a tieup with station KDKA, or rather the outlet coming to the rescue and supplying six additional news broadcasts daily, apart from its regular news service. News was supplied by editorial departments of the newspapers in a cooperative move and will continue during the time of the strike. City has been without newspapers and the metropolitan area has turned to radio to great extent for its news.

Although not taken into consideration when the extra news periods were put on under the auspices of the dailies, department stores and other sponsors, deprived of newspaper space outlet for copy, took to the ether and backed the news broadcasts.

and vice versa. Radio means screen value. Both industries can live side by side, sharing the harvest of the world's finest talent, and equally enhancing the value of all their artists to their own mutual benefit."

CLARK ANDREWS says:

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1611 Cosmo St.

Hollywood



VERNON SMITH and Douglas Hodges are writing the continuity for "Hollywood Tour", the show being produced by Tay Garnett.

Terry Walker, featured feminine serious lead of "Mountain Music" signed for an interview on the Warren Stokes "Pick of the Pictures" on KEHE.

Robert Dillon's "Radio Bureau of Missing Persons" which originated on KMTR, now moves to California net and KEHE. Will use guests, picked from officials who have to do with finding missing persons.

Frederick Stark's "Fireside Cameo" program this week changes style and name to "Ecstasy", goes Mutual coast-to-coast, Saturdays from 5:30-6 p.m. PST.

Ben Sweetland, "Your Friendly Counselor" of KHJ has signed a year's contract with Consumers Credit, effective July 1, picking up when present contract with National Life Insurance expires. Daily 15 minutes, Mondays through Fridays. Erwin-Wasey Co. is agency.

Harry Maizlish, KFWB manager, waxing "Doorway to Happiness" program for Eastern sponsor auditioning. Program, which will go on the air later in the summer, seeks to find homes for orphan children, has backing of civic and welfare workers.

Susie McKee, 14-year-old girl of Augusta, Ga., who won the Saymore Saymore Cantor contest, is due in Hollywood 30 to be Eddie's guest, see the sights of the movie and radio capital.

Gus Edwards and his "School Days of the Air" (KFWB) has been resigned by the Los Angeles Soap Co. (White King soap) for another 26 weeks.

Beckman Fur Stores, through Glasser agency, starts a 13-week 15-minute musical transcription series on KFI, starting July 11.

Pinky Tomlin, currently heard on the summer Texaco broadcasts, was signed yesterday as a regular member of that program, and will remain on the show when Eddie Cantor resumes his broadcasts in the fall.



• • • "Community Sings," which becomes "Gillette's Summer Hotel" next week with Milton Berle starring—takes over the EIGHT O'clock CBS spot (now held by the Moore-Broderick show) starting July 4....Harry Horlick's band and Jane Froman are already set for a fall show....Belle Baker's songplugging brother, Murray, has set the wedding date with Muriel Morris for Aug. 1....Val Irving, formerly of Irving, Jackson and Reeves, has clicked on his audition for the Thompson agency, and will be a Vallee questar....Ginger Snaps has been signed by Sam Arnow at Republic Pictures....Carson Robison's "Buckaroos" returns to the air in Oct. for a medicinal account handled by the Erwin-Wasey agency....Deems Taylor's "Coronet" show fades tonight....Don Wilson will be off the air for the summer and devote his time to RKO on 12 sport shorts....Abe Lyman has cancelled all his one-nighters, etc., to go to the coast via the canal with Bob Goldstein to recuperate from his recent illness. They sail tomorrow....Herbert R. Ebenstein of Atlas Radio was rushed to N. Y. by plane yesterday from Chi because of an infected finger gotten via a Windy City manicure....Our Marvin Kirsch has a sprained hand from hand-shaking at the NAB fracas.

• • • "This program originates in the studios of WHIO; this is the WLW line to New York; this is WHN"...Many listeners in N. Y., Pittsburgh and Philly for the past week have been wondering to just what station they have their sets dialed, due to the fact that three different station breaks were made on one show....While the WLW stars were appearing at the RKO Colonial Theater in Dayton, Ohio, 27 different feeds were sent out in this manner—the programs originating within the studios of WHIO....Lee Chadwick of the WTAR staff in Norfolk, dreamed this station break announcement for the Granby Theater, for Father's Day to be used as a spot: "Today is Father's Day. Surprise dad by asking him to take the whole family to the Granby to see Jane Withers in her latest and funniest—'Angel's Holiday'."

• • • Fred Waring, after his July engagement at the Paramount and his baton-wielding duties at the Drake in Chi, returns to the air for Old Gold!....Shelia Barrett heads a half-hour variety show on NBC starting Sept. 26—for Gruen Watches....A full-hour variety show is being built on the west coast starring Leo Robin and Ralph Rainger, the tunesmiths....Johnny Green, the songplugger, now on vacation, won't return to his post—but will become professional manager for Select....Jack Miller will vacation for the summer and return with Kate Smith for General Foods....Judy Starr has been signed by the William Morris offices and goes to Chi with Henny Youngman at the Palace....Songwriter Nick Kenny told Joe Young, Teddy Powell and us that RADIO DAILY is Great!....Sonny Werblin of MCA is not married to Gloria Grafton as reported elsewhere, and asks us to deny the story....Dan Tuthill of the NBC Artists Service crashed the AFA convention at the Penn the other day by handing the girl at the door a ticket, which he thought was for the AFA, but on his way home found the ducat in his pocket. He investigated and learned he had given the ticket-taker a comedy pass from the "Dog-Walkers Association" which he had been carrying around as a gag!

• • • The entire baseball audience of WMT, Cedar Rapids, Ia., is talking about Bert Puckett's latest innovation in airing telegraphic play-by-play descriptions. They can't figure out whether it's coming from the ball park or really is telegraphed....Bert has worked out a method of taking the games which has the dialers stumped....Besides using a sound effects record, he has bought himself a small bat which hangs from a bracket and a sponge rubber pad....When the batter misses the ball, Bert smacks the pad giving the effect of the ball hitting the catcher's mitt. When a player connects with one, Bert hits the suspended bat with a mallet.



WILLIAM HAZLETT UPSON's story "Writing for The Radio Is Easy" in current Satevepost is the story of Mr. Upson's experiences in authoring Mortimer Gootch, the Wrigley show which folded here some months ago. Under other names you meet Leslie Atlass and Bobby Brown, CBS officials here, and Arthur Meyerhoff of the Neiser-Meyerhoff agency here, in the Upson comic tale.

Sarie and Sallie, WSM, Nashville sister team, here for appearance on WLS National Barn Dance.

Florence George, Chicago NBC soprano, likes Hollywood so well that she has rented a house and expects to stay for the summer.

Milton Berle, here for the big fight, made a guest appearance on Eddie and Fannie Cavanaugh's Gossip program before slipping back to New York.

Lynn Brandt drew a tough assignment after the fight broadcast—setting up an NBC mike at Braddock's bedside. Braddock declined to talk.

Alice Hill, WGN actress, shopping for a boat.

Vivian Fridell, free lance actress, was severely burned in a bathroom fire in her mother's home in Milwaukee the other day. Shower curtain of cellophane caught fire from an electrical appliance. She is hobbling around on a cane.

Ed Allen, free lance announcer, is describing girls' baseball games over WCBF.

Joan Drake, free lance actress, back from Hollywood and a short or two. Plans to return to local studios.

Gale Page, NBC singing-actress, has dropped 21 pounds and is now exhibiting one of the sveltest figures hereabouts.

SEATTLE

Constance Stevenson, formerly of Seattle's KOL staff, plans to enter the radio field in California.

"Love's Gardens" by Charlie Love and Cecil Solly, has been placed on the air Sunday morning through KJR, demonstrating gardening in West Seattle for the Puget Mill Co., sponsors.

Stan Harris, former announcer on KOMO-KJR staff, recently joined KRSC.

Margaret Emahiser has joined the publicity staff of KOL.

MILWAUKEE

"Moonlight and Shadows" is a new half-hour program presented at 9:30 p.m., Mondays through Fridays, over WTMJ, featuring Allen Timm, Carla Pestalozzi, Myrtle Spangenberg, Ed Pfister and other staff vocalists with a 10-piece musical combination of strings and wood-winds.

"Even As You and I," Mondays through Fridays, 11:30-11:45 a.m., over WISN, is being sponsored each Tuesday and Thursday by Milwaukee Western Fuel Co. Neil Searles is the announcer.



WITH THE ★ WOMEN ★

By ADELE ALLERHAND

GRETTA PALMER, whose sojourn at Doctors Hospital is drawing to a close, will return to the ether today in person, not a recording.... May Singhi Breen and Peter De Rose patting themselves on their collective backs on account of they've discovered an amateur heavyweight dental mechanic, weight 212 pounds, who's never been in the ring, to carry their colors in the next Golden Gloves contest.... They're completely sold on the toothmaking pug.... Did you know that Jack and Loretta Clemens are members of the Mark Twain (actual name of Samuel Clemens) family? An insistent and neurotic femme out Kansas City way is bombarding Joey Nash with an unending succession of mash notes.... Joey doesn't know how to put an end to the deluge of sentiment.... N.B. Patricia Dunlap of "Bachelors Children" is just "different".... The Dunlap lass actually toots the sax to calm her nerves.... but what about other people's?.... The Kay Thompson gals have formed a club, complete with dues, fines, etc.

Frankie Basch of WMCA will interview femme inventor Beulah Henry on Sunday.... Miss Henry's a direct descendant of the "Liberty or Death" Henrys and has 52 patented gadgets to her credit, ranging from ideas to make your hair curl to a new lock stitch for recalcitrant sewing machines.... The "Modern Cinderella" lads and lasses of the ensemble have gone British with mass tea drinking after the morning rehearsals.... WQXR has added two femme musicians to the musical roster. Gertrude Bary, concert pianist, and Rae Muscanto, coloratura soprano who won last year's debut award of the New York Madrigal Society.

More converts to the vacation idea.... Helen Gugenheim of NBC News and Special Events Dept., West Indies-bound, and Bessie Feagin of Magazine Service Division, who takes that accent back to the homeland, first to attend a sorority convention in Virginia, then to Birmingham to see the folks.... Russell Patterson's choice for his "typical American girl" series is 18-year-old Grace MacDonald of the team of Ray and Grace MacDonald.... Ernest Cutting's first choice in his search of young talent for NBC was the Lucille and Lanny combination.



"Your Hit Parade"

Harry Salter's orchestra which took over "Your Hit Parade" last week on the NBC-Red Network on Wednesdays at 10-10:45 p.m., has added new sparkle to the program. The conductor held sway over this spot some time ago, but his return brought a new tinge to music heard too often on the air. "The Merry-Go-Round Broke Down," another "Music Goes Round" zany, was treated differently from previous renditions, as was Nick Kenny's overworked "Carelessly."

In the medley features, Salter bowed with old-timers, "Hot Time In The Old Town Tonight," "Old Grey Bonnet" and "Jolly Good Fellow," with tingling interludes that really made one want to dance.

Barry McKinley bowed in as male vocalist on this show and did a swell job. Gueststar on this show was Genevieve Tobin, actress, who was piped in from the coast. Why this swiny and entertaining program must resort to hiring gueststars who just talk a poor commercial and do nothing else to entertain is beyond us. Miss Tobin spoke allegedly about her career, winding up that Luckies were the ciggie that made her. Nonsense.

Not to be overlooked is Salter's arrangement of "Of Thee I Sing" mixed with a few bars of "Wintergreen for President" in a novel interpretation.

"Vanishing New Yorkers"

Final program in this WMCA series conducted by Frankie Basch on Wednesday nights brought to the mike 72-year-old Edward Boards, who was the first tenor in a barber shop quartet back in the nineties. Boards also was a dramatic actor for 15 years and he still has a good

voice and clear diction. As trimmings for the broadcast, the Kings of Song quartet sang a group of old-time numbers with organ accompaniment.

"Happiness Circle"

Speaking of entertaining commentators, Glenna Strickland who does the "Happiness Circle" over WMCA for Harry Jay Treu (furs) is in something of a class by herself when it comes to delightful discourse and imaginative resourcefulness. Yesterday morning at 9:15-9:30, for instance, she talked for nearly the full 15 minutes on the subject of buttons. In that little item, as it pertains to women, Miss Strickland discovered no end of interesting chatter. And, naturally, her remarks were designed along practical lines as well.

Eve Casanova

In a 10-minute program devoted to "secrets of charm," Eve Casanova, widow of Lou Tellegen and known as a beauty authority, made her bow over WMCA at 9:35-9:45 a.m. yesterday. Miss Casanova discoursed interestingly, aided by a gift of good speech as well as a refined sophistication. Program is strictly for the femmes, of course, and they will find it helpful in enhancing their attractiveness.

"Town Hall Tonight"

The appearance of Jack Norworth and Collins Driggs were among the choice bits of Wednesday's "Town Hall Tonight" piloted by Fred Allen over the NBC-Red network. Norworth, veteran of musical and variety stages, grand old trouser and songwriter, should be heard more often on the air. Driggs is a swing organist of no mean ability.

ORCHESTRAS - MUSIC

A NEW musical aggregation, under the baton of D'Artega, Spanish American theatrical conductor and arranger, will be introduced on the summer program commencing July 4, over the NBC-Red network, while Jack Benny and Mary Livingstone are vacationing. D'Artega has arranged for such maestri as Paul Whiteman, Al Goodman, Rubinoff and others.

WELI has a program of summery luncheon dance music played by Lou Anthonis and his Pinehurst Orchestra, Tuesdays and Saturdays.

When the Woody Herman dance band of 14 pieces inaugurates its series of pick-up programs from the Willows tonight, via KDKA, listeners will hear the theme song, "Blue Prelude," which is the result of the

musical efforts of Joe Bishop, fleugel-horn player in the orchestra. Herman's music will be fed via KDKA to the NBC-Blue network from 11-11:30 p.m. Saturdays and at half past midnight Wednesdays. It will be heard from KDKA at midnight the other four week-day evenings, with the network program Wednesday and at 11:15 p.m. Saturdays. Sharri Kaye, contralto, is featured vocalist.

Ted Malone and his "Between the Bookends" will be back on CBS network July 5. Fred Feibel at the organ.

Guitar Virtuoso Richard McDonough will be heard as guest star with Dr. John Brunner Meakin and the Bughouse Rhythm Ensemble during their broadcast today at 7:45-8 p.m.

PROMOTION

School to Use Radio Home Data

Homemaking bulletins sent out weekly by Mrs. Ida Bailey Allen to the WHN audience will be used exclusively as regular classroom work in the cooking classes at the Albert Leonard Junior High School in New Rochelle by Mrs. Mary Nicholas this summer. Mrs. Nicholas is the home economics teacher of adult students at the school.

KFYR Brochure

Titled "KFYR Service Review," KFYR of Bismarck, N. D., has just issued an attractive brochure on the station's coverage, cost of time, etc. A colored field strength map made by E. C. Page of Chicago is included in the booklet. An accompanying pocket-size folder gives basic rates, contract and other requirements, along with an area map.

over the NBC-Red network. McDonough will be featured in a concerto for guitar and orchestra, an American folk melody called "Sweet Sue." Dr. Meakin will baton the Bughouse Rhythm Ensemble in his latest musical effort, in bounce tempo, titled "Rubber Heels."

Thirteen broadcasts from the Robin Hood Dell Concerts in Fairmount Park, Philly, will be heard over the NBC networks. Orchestra will consist of 100 musicians, recruited from the Philadelphia Orchestra, with outstanding conductors and soloists. Series will be opened by two special programs on Saturday and Sunday nights over the NBC-Blue. They will be followed by a series of seven Saturday programs, July 3 through Aug. 14, and four Thursday programs, July 8 through July 29.

Ralph Richards, NBC pianist heard on Meredith Willson's and Ernest Gill's orchestra is saying good-bye to radio for about a year and a half, starting July 3; reason being he's won a scholarship with Rudolph Ganz, celebrated Chicago pianist. He starts his studies in September.

ONE MINUTE INTERVIEW

DAVID SARNOFF

"The youngest child in the family of RCA services is, of course television. This infant is not yet out of the nursery, but is now learning to walk and to talk. The progress we are making daily in the development of transmitting sight through space gives promise that by the time the World's Fair opens in 1939 television will be greatly advanced over its present-day position. Whatever its status may be at that time, we propose to demonstrate to the public at the World's Fair the workings and the possibilities of television."

STATION-STUDIO
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and
IMPROVEMENTS

Latest Technical Developments and Activities in Radio and Television

Multi-Microphone Method Used by BBC in Musicals

London — During the last three years the broadcasting by the BBC of big-scale musical shows has been the subject of a number of experiments in studio technique. Some of the complicated productions such as operettas and light and comic operas (mixtures of music, dialogue, noise effects, etc.), which, at one time, were broadcast from a number of isolated studios linked to a remote dramatic-control panel, are now handled in one large studio: in these operetta-type productions the 'multi-studio' method has been replaced by what is known as the 'multi-microphone technique.'

The studio used is actually a converted theater—St. George's Hall, the headquarters of the BBC's Variety Department, where music-hall and variety programmes are also performed before an audience. By means of collapsible rostrums, the stage space in St. George's Hall can be extended over the area occupied by the orchestral well, which means that the studio can be used for every type of show—from a light operatic performance, with a large chorus and augmented orchestra, to a small-scale revue with a dance-band combination, or an intimate cabaret act.

The 'multi-microphone' equipment consists of seven ribbon microphones and a six-table gramophone unit, which are controlled by the microphone technician, or balancer, by means of an eight-channel 'mixing' unit, housed in a glass-fronted listening cubicle perched high above floor level on the side of the stage. From this vantage point the balancer and the producer can see and hear cast, chorus, and orchestra throughout the course of the programme. In direct communication with the listening cubicle is a remote listening room, which is equipped with a microphone connected to a loudspeaker in the theater, thus enabling the producer, if he so desires, to direct rehearsals while listening to them under the conditions of the ordinary listener.

Additional reverberation can be obtained by means of a remote 'atmosphere' microphone, so placed that it cannot pick up direct sound. When a definite 'echo' effect is required, the 'atmosphere' microphone

BBC Television Opera a Success

London—A specially adapted television broadcast of John Gay's opera, "Polly", presented recently by the BBC, is considered to have been an unexpected success. Changes of scene were effected by fading in and out, thus eliminating the break of continuity which often detracts from the stage performance.

Decision of BBC to extend its "balanced cable" links will bring almost every important London sight-seeing spot, as well as a majority of amusement centers, into the range of television transmission. Ready by fall, this copper girdle network will enable BBC to televise every big London event from Trooping the Color to the Lord Mayor's Show and important theater and film premiers.

Four Engineers Added In NBC Chicago Studios

Chicago—L. E. Dutton, Thomas E. Gootee, A. D. Aldred and Homer Courchene have been added to NBC engineering staff. Dutton of WIOD, Miami, is new studio engineer; Gootee, from RCA, added to field staff; Aldred of WGES Chicago to WMAQ transmitter crew, and Courchene who came from KOY to WENR transmitter crew.

is placed in an adjacent cement-walled passage. When partial segregation of any scene or effect is necessary, rock-wool tents or mobile screens are used.

It has been found that apparent changes in acoustics, in perspective, and in quality can be obtained by microphone placing and mixing. In order to simplify the 'positioning' of artists, a non-absorbent canvas carpet, marked out in numbered spaces, is used, and on this carpet there are red lines indicating the axis of the microphone, and also the approximate limits within which artists must work. At rehearsals, therefore, artists may be given fixed positions.

Essentially, the system consists of using different microphones in such a way that the listener is helped to visualize the action as it would appear upon the stage. Changes of scene are denoted by altering the acoustical 'color'; dramatic effect can be heightened by changing over from one arrangement of microphones to another. The standard lay-out makes use of five microphones: one for the orchestra, three at varying heights and distances for the artists, and the 'atmosphere' microphone previously referred to. The three microphones for the artists are not used simultaneously, but any one of them can be selected to give the required effect. The 'atmosphere' microphone helps, when required, to give a strikingly realistic impression that the performance is taking place in a hall having acoustics quite different from those of St. George's Hall.

WSOC Portable Unit Gets Thorough Workout

Charlotte — All the facilities of WSOC's mobile unit were pressed into service for the station's "Did You Ever Wonder" broadcast from the Myers Park Country Club.

Three announcers and two engineers handled the feature, which commenced with a description of the club's pool and tennis courts by Dewey Drum who also interviewed the manager. This was accomplished through the facilities of the short-wave relay broadcast transmitter known as WAAK, which rebroadcasts to WSOC on 40 watts power and 2,058 Kilocycles. A switch was made to Charlie Hicks, manning the little beermug transmitter. Charlie picked a golfer coming on to the second tee and described his shot which was picked-up on the 3rd tee by Paul Norris with the regular 5-watt pack transmitter. As the player progressed along the course, Paul concluded his description and returned the broadcast to WAAK. WSOC's miniature pack, or beermug transmitter, is very portable, and has worked out very successfully. It has a power of approximately one quarter of one watt, operating on 31,100 kilocycles. It will both receive and transmit, and is known as W4XER. The "mug" was designed and built by WSOC engineers.

New WSPD Control Operator

Toledo—George Caskey, 25, Muncie, Ind., has become a studio control operator at WSPD. He is new in broadcasting, although he has been an operator on the C. & B. boats on the Great Lakes.

Program Amplifier for WAAB

Boston — WAAB, Mutual outlet here, has acquired one of the new Western Electric program amplifiers, first installed by WOR, Mutual station in the Greater New York area.

Sound Effects Machine Converted to Recording

Pittsburgh—KDKA has received attachments for the turntables on the sound effects machine which will convert that equipment into record-making machines. These RCA attachments will be used in connection with regular sound equipment and will enable KDKA to pick up and make a record of any program on the air. The program may originate in the KDKA studios or at some outside point. Pre-grooved records are not needed as the new device cuts its own groove.

In the studios or control rooms, programs do not sound like they do out in the homes. The new equipment will make it possible for KDKA to not only make permanent copies of programs, but, by playing these records, the broadcast will be recreated just as it sounds in the homes of listeners. This facility will be of much value to sales, program and production departments. It will also enable the program department to study and improve new programs until they are perfect.

Build Special Facilities For WPTF Island Airings

Lack of wire-line facilities from Manteo, the business enter of Roanoke Island and Dare County, N. C., to Fort Raleigh, the scene of the 350th Anniversary of the Birth of the First White Child in America, necessitated the immediate construction of proper circuits for broadcasting purposes in connection with the 350th anniversary of the birth of the first white child in America, being celebrated starting July 4. Such construction gives WPTF virtually exclusive coverage of the event. All stations in North Carolina, several in Virginia, as well as NBC have been ordered their choice of all feature Celebration programs directly from WPTF's control board.

Convention Special

"Pick-Ups", the Western Electric Co. house organ edited by Will Whitmore, had an NAB convention special this week. The 44-page issue devoted a good deal of its space to pictures and write-ups of NAB officials and members. And of course there was no slighting of Western Electric's new Program Amplifier, microphones, P.A. systems, etc.

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2,084,364—Television System. Vladimir K. Zworykin, Haddonfield, N. J., assignor, by mesne assignments, to RCA.

2,084,379—Automatic Fidelity Control Circuit. Rene A. Braden, Collingswood, N. J., assignor to RCA.

2,084,443—Time Controlled Program Selector for Radio Sets. Lillian Y. Huffaker, Los Angeles.

2,084,475—High Frequency Amplifier. Renee A. Braden, Collingswood, N. J., assignor to RCA.

2,084,476—Electron Discharge Device and Circuit. Charles H. Brown, Brooklyn, assignor to RCA.

2,084,478—Electron Discharge Device. Richard U. Clark, Waltham, Mass.

2,084,586—Radio Tuning Arrangement. Alfred A. Linsell, London, England. Assignor to RCA.

2,084,647—Automatic Frequency Control. William A. McDonald, Little Neck, N. Y., assignor to Hazeltine Corp.

2,084,725—Gas-Filled Discharge Tube. Walter Dallenbach, Berlin-Charlottenburg, Germany, assignor to N. V. Machinerieen-en-Apparaten Fabrieken "Meaf."

2,084,734—Electron Discharge Device. Walter L. Krah, Swampscott, Mass., assignor to Hygrade Sylvania Corp.

2,084,740—Filter Circuit. Lewis J. McKesson, Port Jefferson, N. Y., assignor to RCA.

2,084,760—System for Radio Spectrography. Harold H. Beverage, Riverhead, N. Y., assignor to RCA.

2,084,762—Transmitter Power Control. Werner Buschbeck, Hans Prost and Friedrich Boettcher, Berlin, Germany, assignors to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,084,771—Automobile Radio Antenna. Paul L. Mann, Chicago, Ill., assignor to Consolidated Wire and Associated Corporations.

2,084,836—Alternating Current Meter. Werner Buschbeck, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,084,851—Means and Method for Turning Rotatable Objects to Predetermined Positions. Le Roy J. Leishman, Los Angeles.

2,084,858—Metal Radio Tube. George F. Metcalf, Schenectady, N. Y., assignor to General Electric Co.

2,084,865—Light Sensitive Electron Discharge Device. Franz M. Penning and Marten C. Teves, Eindhoven, Netherlands, assignors to N. V. Philips Gloeilampenfabrieken.

2,084,867—Magnetically Biased Electron Discharge Device. Dietrich Prinz and Herriger, Berlin, Germany, assignors to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,084,913—Seal for Electron Discharge Devices. Alfons Kauffeldt, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

Tomlinson Felicitated by Hull

Edward Tomlinson, noted NBC commentator on Latin-American affairs, has received felicitations from Secretary of State Cordell Hull on the start of his fifth season of descriptive-interpretative programs on South and Central America.

"Aunt Jenny" Time Change

Beginning July 8 "Aunt Jenny's Real Life Stories" takes over the spot formerly occupied by the Dr. Dafeo program, 11:45-12 noon, Monday through Friday, on CBS, instead of its original 1:45-2 p.m. spot.

FCC ACTIVITIES

EXAMINER'S RECOMMENDATIONS
Waterloo Times-Tribune Publishing Co., Waterloo, Ia. CP for new station. 1370 kc., 100 watts, daytime, be denied.

WPEN, Philadelphia. Mod. of license and transfer of control of corp. 920 kc., 1 KW., share time with WRAX, be granted.

WRAX, Philadelphia. Consent to transfer control of corp. and mod. of license. 920 kc., 1 KW., share time with WPEN, be granted.

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:

No. 46 of a Series

KRBC—Abilene, Texas

1420 Kc.—250 Watts day, 100 Watts night

HOWARD BARRETT, Commercial Manager

KRBC, one of the younger stations in the country, having been established on Oct. 1, 1936, is owned and operated by the Reporter Broadcasting Co. Located in western Texas, KRBC services one of the wealthiest and most populated areas of the entire state. Because of its high standard of broadcasts, KRBC has already succeeded in proving to advertisers that the station is worthy of their business. Now, as KRBC approaches its 9th completed month of broadcasting, it is considered as an established station, and is recognized as a worthy competitor by its neighboring outlets.

The total coverage of KRBC includes 54 counties in which there are 105,870 radio homes and a population numbered at 755,419. In the primary coverage, which includes 23 counties, there are 53,900 radio homes and a population of 387,558. Secondary coverage, embracing 31 counties, includes 51,970 radio homes and a population numbered at 367,861. Total coverage includes territories within a 75-mile radius of Abilene. These areas comprise the most compact and populous radio market in West Texas. The total annual spendable income in the KRBC primary area is \$156,040,000. Principal sources of income in this area are manufacturing, ranching, farming and oil production. Cotton is the major farm crop.

Studios and transmitter are of the latest type. The studios and business offices are located in the Hilton Hotel, and the transmitter is at Ambler and Cottonwood Streets, Abilene. A 180-foot tower is situated right next to the transmitter building. Three colleges offer KRBC full co-operation in the building of quality shows. They are Hardin-Simmons, Abilene Christian and McMurray colleges. Artists heard regularly over the station include Ray Maddox and his orchestra, "The Country Maid," "A City Within Itself" orchestra and the famous Cowboy Band of the Hardin-Simmons University.

KRBC's exclusive representatives are Wilson-Dalton-Robertson of New York, Chicago and Kansas City.

Station Improvements

Weslaco, Tex.—KRGV has applied to the FCC for license to cover construction permit for changes in equipment and increase in power.

Urbana, Ill.—WILL is awaiting CP to make changes in transmitting equipment and boost power to 5 kw.

Laurel, Miss.—Changes in equipment and increase in power to 250 watts day are included in CP requested from the FCC by WAML here.

Detroit—CP to change frequency from 1500 kc. to 1510 kc., increase

power to 1 kw. day and night, install new equipment and move transmitter has been asked by WJBK from the FCC.

Mississippi City, Miss.—WGCM has applied for license to cover CP for a new transmitter.

Brady, Tex.—KNEL has requested CP to make changes in equipment and increase power.

Sacramento, Cal.—CP for installation of a new transmitter and increase in power to 10 kw. has been asked by KFBK.

Courboin Designing WFIL Organ

Dr. Charles Courboin, WOR organist who has been selected to play at the Roosevelt-du Pont wedding June 30, has been engaged to design an organ for WFIL, Mutual's Philadelphia affiliate. Dr. Courboin not only plays and composes, but has designed more than 150 organs in the United States, including the six-manual, 30,000-pipe instrument in Wanamaker Grand Court, Philadelphia, which is said to be the world's largest organ.

New Presto Catalog

Presto Recording Corp. has issued a new catalog and price list on instantaneous sound recording equipment, including recorders, turntables, amplifiers, radio tuners, discs, and other equipment units and parts. Along with the catalog material, Presto is mailing a broadside of newspaper reprints showing how instantaneous recordings have figured in recent headline stories.

Van Nostrand Signed by Crosley

Atlanta—Crosley Radio Corp. of Cincinnati has executed annual agreements with the Van Nostrand Radio Engineering Service covering regular frequency measurement service for WLW and WSAI, the Crosley stations in that city.

Walter Van Nostrand recently published "Radio and How It Works," a booklet in layman language for radio listeners who want to know all about their radio sets and how to get better results from them.

Salt Shaker Mikes for WICC

Bridgeport, Conn.—The latest type of "salt shaker" microphones are now part of the studio equipment at WICC.

Lightning Strikes WHB

Kansas City—WHB was knocked off the air for an hour and 50 minutes during a recent electrical storm when lightning struck their North Kansas City transmitter and blew a tube.

Coming Events

June 26-July 3: National Education Ass'n Convention, Detroit.

July 8-10: L'Union d'Art Radiophonique first international congress, at the Sorbonne, Paris, France.

July 12-17: International Congress of Short Waves, Vienna.

Aug. 2: Semi-annual meeting of the American Radio Telegraphers Association, New York.

Aug. 23: Credit Retailers' Ass'n of America annual convention, Hotel New Yorker, New York.

Oct. 21-22: American Ass'n of Advertising Agencies Pacific Coast Convention, Hotel Del Monte, Del Monte, Cal.

Nov. 26: Inter-American Radio Conference, Havana.

Atmospheric Study In Bermuda

George A. Gerber, chief development engineer of export receivers for Zenith Radio Corp., Chicago, has sailed for Bermuda to make a first-hand study of the unusual atmospheric conditions on the island which make good radio reception difficult at times. Gerber, in addition to making extended tests of one of Zenith's recently constructed export receivers, will endeavor to perfect new methods for combating unfavorable conditions for the purpose of constructing a radio receiver superior to any now in use in Bermuda.

Zenith is especially interested in this development at it ships radios to 97 countries where all manner of reception conditions are encountered.

Senate Passes Tax Bill

Washington Bureau, RADIO DAILY

Washington—Senate yesterday passed original administration-sponsored Doughton bill extending nuisance taxes on theater admissions, radios, etc., for another two years beginning July 1.

1	9	3	7
SUN	MON	TUE	WED
4	5	6	7
10	11	12	13
17	18	19	20
24	25	26	27
31	28	29	30

Greetings from Radio Daily

to
June 25Cliff Soubier Leo Cohen
Martin Gosch Bettina Stienke

June 26

Octavus Roy Cohen Bob Nolan
William Wirges

June 27

Milton Mabie

SAN FRANCISCO

KSFO scooped its contemporaries with hourly broadcasts throughout the night direct from Oakland airport in connection with the arrival of the Moscow-to-San Francisco Soviet fliers. Bob Dunn and Alan Sheppard were at the mikes for KSFO-CBS. The fliers and other notables were put on the air.

One of the sweetest buildups in radio history was NBC's carefully nurtured creation of a desire by the public to buy the song "The Dream in My Heart" heard on "One Man's Family." Music houses here are selling plenty and sold out completely Sunday night, June 13, when announcer told audience it could buy "Dream" on the stands "that very night." Author of piece, kept quiet these many months, was revealed as Edna Fischer, NBC pianist, who is also basking from promotion fruit.

Jeane Cowan, who was about to be written out of the "Hawthorne House" script because she moved to L.A., will definitely remain in the drama and plane back and forth.

Dick Newton, the "Singing Salesman", who's been playing and warbling Sundays for Hastings clothiers on KPO, fades July 4. The Thursday spot ends July 8. Sidney Garfinkel agency says it's for the summer.

John Nesbitt's "Passing Parade" show loses its Tuesday bracket, which is a coast-to-coaster, after the broadcast of July 27. Howard E. Williams agency says "summer change" but intimates "there'll be a complete story in about a week."

BOSTON

J. Raymond Miniter has been appointed executive vice president of Ingalls-Advertising, according to an announcement by Arthur W. Ingalls, president. A graduate of Williams College, Miniter entered advertising ten years ago.

Arthur F. Edes, program director of WEEI, back after a vacation trip which took him to Mexico and a stop-off at Havana.

Paul Curley, announcer at WMEX and son of former Gov. Curley of Mass., is laid up with a throat infection. His father insisted he go to the curley summer home at Osterville for a few weeks and recuperate.

From now until the conclusion of the 52nd season of Boston Pops Concerts, WCOP will broadcast a preview of the program announced for each night.

A "booth-by-booth" interview at Boston's Radio Trade Show was broadcast by Jim Donovan of WCOP.

Nightly a half-hour of Jimmy McHale's music from the Westminster Roof is fed to the Intercity Network by WMEX.

ST. LOUIS

Larry Neville, continuity, and Grace Dockstader of the general office at KMOX will be married at some future date. And Harry W. Flannery, commentator, has revealed he plans to marry late in July.

Jane Porter, Magic Kitchen directress, will not take a vacation this year. "I just can't tear myself away from my kitchen," she explains.

★ Coast-to-Coast ★

WPG, Atlantic City, items: Stanley Meehan, former radio operator, who made his debut as singer over this station, has been booked for the summer at one of the popular night clubs here; also contracted to join Rudy Vallee's ork in the fall.... "Sports Oddities", embracing rare happenings in world of sport, is being conducted by Jack Nuneville each Tuesday at 2:45 p.m.... Four-year-old Nancy Dawn Simpson, appearing each Saturday with the Steel Pier Junior Entertainers, is one of radio's newest finds.... Over 800 New Jersey milk producers are represented in the Tea Time Topics program sponsored by South Jersey Cooperative Milk Producers Ass'n.

Gene Buck, song writer and president of the American Society of Composers, Authors & Publishers, and Al Woods, producer will appear as guests on Chamberlain Brown's all-star revue over Station WMCA on Monday at 1:30-2:00 p.m., instead of 1:45-2:15 p.m., the previous time.

Sylvia Feldman and Jack Riley are saying au revoir to WELI, New Haven, for the summer.

Dorothy Lamour of the Chase & Sanborn Hour will be on the Broadway screen for another week, her Paramount film, "Last Train from Madrid", being held over at the Criterion.

Frank Craven's "Story of the Race Track," in which the leading role will be played by Al Jolson, will

be the dramatic feature of Jolson's concluding "Cafe Trocadero" program of the season over the CBS network on Tuesday, 8:30-9 p.m. Following this broadcast the "Mammy" singer and his cast of radio stars will vacation for nine weeks, to return to the network on Sept. 7.

Horace Heidt and his Brigadiers have put it to a vote to determine which members to use on their half hour broadcast of songs which have "grown mellow with age." The ditties will be presented over a WABC-Columbia network on Monday 8-8:30 p.m. Selections will include "Sweet Sue," "Oh Promise Me," "Oh Marie," "Put on Your Old Gray Bonnet," "Old Black Joe" and others of a similar vintage.

Albert W. Marlin, manager of WMAS, Springfield, Mass., is holding a series of discussions with city officials, seeking a location for a new aerial for the station.

Allan W. Mills, commercial representative of WSPR, Springfield, Mass., and Mary St. John of Indian Orchard, Mass., were married a few days ago.

Embryonic announcers will take charge of the "Junior Varieties" program over WBAL, Baltimore, today in connection with the station's plan to find the best juvenile announcers. Five 11 and 12-year-old youngsters will try out their spiling abilities.

Programs That Have Made Station History

No. 14—WOR's "Witch's Tale."

"WITCH'S TALE" had its sixth anniversary over WOR on May 27, making it perhaps the oldest serious dramatic series on the air.

When Alonzo Deen Cole, experienced actor and writer, proposed his series, there was some question whether a radio audience would tolerate anything akin to gruesomeness. Cole presented his first program, with Old Nancy, a witch, telling one of her supernatural stories to her big black cat Satan as audience, evolving then into a dramatization of the actual scenes. The public's appreciative response to the thrills and chills was immediate, and since May 28, 1931, the "Witch's Tale" has been one of radio's top-flight features.

Scripts already presented over WOR have been translated in Spanish, Portuguese and Italian for foreign broadcasting presentations. Electrical transcriptions of the "live" programs have been features on major

stations all over the country, in Birmingham, Atlanta, New Orleans, Jacksonville, Memphis, Duluth, Providence, Washington, San Francisco, Los Angeles and Portland.

Cole, who once was an actor associated with David Belasco, has written every one of the 281 scripts himself. An authority on the supernatural, his collection of books on superstitions, omens and witchcraft is considered the best in New York. He is the author of "Luck and Your Fortune," and until recently published a magazine called "The Witch's Tale."

The only member of the original cast who has been with Cole from the start is Marie O'Flynn, his co-star and wife, herself a former actress. Other members of the present cast, all of whom are experienced actors and have been with Cole for several years, are Mark Smith, Tom Hoyer, Alan Devitt, Ethel Intropidi and Miriam Wolff, she of the cackling

KANSAS CITY

Webb Witmer, WDAF announcer, leaves the end of the week for a vacation in St. Louis.

C. E. McBride left his Roi Tan Sports Chats in the care of WDAF's sports announcer, Fred Weingarh, while he spent six days in Chicago covering the Louis-Braddock fight.

Linwood Ice Cream Co., here which formerly used daily 50-word spots on WDAF, has contracted for three quarter-hour of transcribed music weekly for 13 weeks.

With the coming of summer, Gertrude Martin, who airs KXBY's daily Social Calendar, devotes most of her quarter-hour program to news of activities at nearby children's camps.

Jack Wolever, KCMO announcer, has returned to rep shows to play under canvas during the summer.

KMBC, with special events man Paul Henning at the mike, has been airing an unusual number of remote broadcasts during the last few weeks.

With the Saturday fading of the 13-week Homespun David series heard daily from KCKN under sponsorship of the Davidson Furniture Co., Ward Keith and Kay Gipson are planning a Hollywood jaunt. Kay Gipson, vocalist and dramatic artist in the Homespun David series, presented 172 different songs during the 13-week run of the daily show. She leaves Kansas City soon for Hollywood.

Karl Willis, KCKN program director is spending a week in his home town, Monett, Mo.

KCKN is featuring a Sunday evening quarter-hour program of interest to local scribes in which C. Clyde Myers, a local lawyer and writer, reads the stories and poems of Kansas City, Kas., writers.

Leon Goldstein to WMCA

Leon Goldstein, publicity director of WBNX, was announced yesterday as the successor to Larry Nixon, publicity and advertising director of WMCA. Goldstein will assume new duties on July 1. Frank Johnson will take over Goldstein's duties at WBNX.

wail who plays the part of Old Nancy, the witch.

The stories have had Italian, Irish, Indian, Scandinavian, African, and other backgrounds, and all of them, of course, have been based on the supernatural. Cole is an accomplished linguist, among other things, and almost every dialect except Japanese and Senegalese has been used in the series.

Cole's favorite story, which was repeated several times after numerous requests, was "The Madman," the tale of a great inventor, who, driven insane by the death of his wife, lured young couples to his house and tortured them with supernatural devices. Next in popularity, according to Cole, was "The Gypsy's Hand." This told of a doctor who was pursued by a human hand—the hand of a Gypsy violinist which he was forced to amputate.



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1. NO. 98

NEW YORK, N. Y., MONDAY, JUNE 28, 1937

FIVE CENTS

Classical Music Up 100%

NEW PHILCO CBS SERIES INCLUDES REPEAT AIRING

An innovation of Philco's new radio schedule for Boake Carter, who will change July 5 to three times weekly, Monday-Wednesday-Friday, but over a coast-to-coast CBS network of 59 stations at 7:45-8 p.m., will be a repeat broadcast at 11:15-11:30 p.m.

Carter now is heard five times weekly, and the change will mark the first time since 1930 that he will be on a coast-to-coast hookup.

Philco dealers requested the show, the sponsor stated in formally announcing the change.

Victor Bay Will Direct Music for Shakespeare

Victor Bay, young staff conductor of the Columbia Broadcasting System, will direct the symphony orchestra which will provide music for the cycle of Shakespeare dramas to be given over the CBS network

(Continued on Page 3)

Fred Allen May Head New Fall Linit Show

Linit is reported slated to the airwaves in the fall. Fred Allen is mentioned as likely to be starred in the program.

CIO Starts Organizing Music Warehouse Boys

The music business probably will be confronted with a CIO problem shortly via the entry of this group into the publishers' warehouses, where the boys are being organized.

Has 12 Arrangers

Mark Warnow, CBS musical director, has augmented his musical staff by the addition of five arrangers. This gives Warnow a total staff of 12 arrangers—said to be the largest lineup of arrangers maintained by any one orchestra leader in the radio field. It'll be a good songwriter who knows his numbers when played by Warnow now.

More Network War

NBC and CBS, already engaged in a Shakespeare War, are now skirmishing over Amelia Earhart. NBC recently announced contracts with the flier for a 60-day period following her 'round-the-world flight. Now comes CBS with word that Miss Earhart will give "the first comprehensive radio account of her trip on her return to this country" over CBS on the Lux Theater hour, July 5.

SCHAEFFER PEN COMPANY PLANNING FALL CAMPAIGN

W. A. Schaeffer Pen Co. has announced plans for a series of broadcasts to begin late in the fall. Advertising copy will be directed at the students returning to schools. Network and show have not yet been decided upon.

Schaeffer Pen recently headed a special one-week observance of Pen Week in which spot radio was the featured medium. McJunkin Advertising Co., Chicago, has the account.

Barry Wood to Make 52 Disks for Drene

Barry Wood has been signed for 52 transcriptions for Drene, Procter & Gamble product. It is said to be the first time a sponsored has signed a longer than 13-week contract of this kind.

Good Music on NBC Commercial Programs Shows Sharp Gain--New Record in International Broadcasts

MERLE S. JONES GETS RADIO SALES CHI POST

Chicago—Merle S. Jones, assistant to James D. Shouse, manager of KMOX, St. Louis, has been named western manager of Radio Sales Inc., CBS subsidiary representing network owned and operated stations in the spot field. Jones will move here immediately.

Robert Hanvey, formerly of Colgate-Palmolive-Peet, has joined Radio Sales as director of sales promotion and research. Sales managers of the eight western owned and operated stations held all day conference here at conclusion of NAB meet. Radio Sales is headed by J. Kelly Smith.

Will Use KFWB Theater For "Show Boat" Airing

West Coast Bureau, RADIO DAILY

Los Angeles—Sponsor's desire for audiences resulted in arrangements last week whereby NBC will use the Warner Bros. KFWB studio theater for presentation of the "Show Boat" programs when it starts airing from here July 8. Show will be rebroadcast, using the Red net, 5-6 p.m. PST

(Continued on Page 3)

Semi-classical music on NBC commercial programs, which averaged 7.97 per cent of the network music used a year ago, this year jumped more than 100 per cent to 16.09 per cent of the total. Gain on sustaining programs has been equally pronounced.

International broadcasts over the NBC networks for the month of May reached a new high, aided of course by the Coronation programs. Number of programs picked up was 107, which compares to a previous high of 98 during December last, at the time of the abdication.

Time occupied by these foreign broadcasts totaled 39 hours and six minutes. Other principal origination points such as New York, Chicago

(Continued on Page 8)

RADIO IN EDUCATION DUE TO HIT NEW HIGH

By GEORGE W. MEHRTENS
RADIO DAILY Staff Correspondent

Washington—Further developments in the use of radio for educational purposes were revealed Saturday when Dr. John W. Studebaker, U. S.

(Continued on Page 8)

Groesbeck is Elected V.P. of Ruthrauff-Ryan

Kenneth Groesbeck, an executive with Ruthrauff & Ryan, Inc., has been elected a vice-president of that agency. He formerly headed his own agency.

★ THE WEEK IN RADIO ★

... No NAB Fireworks

By M. H. SHAPIRO

THE 15th annual convention of the NAB in Chicago was not productive of untoward events for the simple reason that no issue was pending that was brand new, nor did any member develop anything beyond an expected independent ticket for chief office holders... registration was somewhat below that of last year and would probably have been even less if it hadn't been for the boxing match on Tuesday night... But this is no reflection on the organization or its management... huge attendance merely

means more than one person from a member station is on hand... The 100-watters got a man in as president and he is acceptable to the majority of the larger outlets also... chief problems confronting the NAB are gradually being ironed out and eventually they will be...

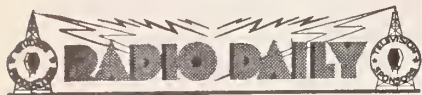
Transradio Press Service announced a sizeable expansion plan, likewise John Blair & Co., and Petry organization... WABC engineers voted to affiliate with a CIO unit... resolutions affecting radio at the AFM

(Continued on Page 2)

Surveyed to Death

Plethora of radio surveys is having its effect on the individuals at the other end of the questionnaires. Of these contacted in a recent phone check by a leading research organization, 11 per cent refused to answer on the grounds that they had been asked the same dope several times already.

Many of the surveys are by phone in the same "key" areas.



Vol. 1, No. 98 Mon., June 28, 1937 Price 5 Cents

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk and Verne Bailey, 6425 Hollywood Blvd. Phone Granite 6607. Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

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FINANCIAL

(Saturday, June 26)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	162 7/8	161 1/2	161 1/2	— 1 5/8
Gen. Electric	52 1/4	51 5/8	52	— 3/4
North American	23 1/2	23 1/4	23 1/2	—
RCA Common	8 1/8	8	8 1/8	— 1/8
RCA First Pfd.	64 1/2	64	64	— 7/8
Stewart Warner	17 3/8	17 3/8	17 3/8	—
Zenith Radio	33	33	33	— 1/8
NEW YORK CURB EXCHANGE				
Majestic	2 1/2	2 1/2	2 1/2	—
Nat. Union Radio	1 5/8	1 5/8	1 5/8	— 1/8

OVER THE COUNTER

	Bid	Asked
CBS A	28	29 1/2
CBS B	27	29
Stromberg Carlson	13	15

Witherspoon Leaving KFJZ

Ft. Worth—Herbert Witherspoon, general manager of KFJZ for the past year, leaves to become sales promotion manager for Universal Mills here when Ralph Bishop gives up control of the station upon transfer to Mrs. Elliott Roosevelt. Harry Hutchinson will succeed Witherspoon, as general manager of KFJZ. Universal Mills sponsors "Adolph and his Boys" in daily remote broadcasts from Schulenberg, Tex., over WBAP and TQN.

Serial Bought for Australia

"The Adventures of Ace Williams," radio adventure program produced by the W. E. Long Co. of Chicago, under the supervision of Dan Ryan, radio director, was purchased for use in Australia by Michelson and Sternberg, Inc. of New York. The program, when it is inaugurated, will be added to 2KY, Sydney.

KMMJ

Clay Center, Neb.

The favorite family station

★ THE WEEK IN RADIO ★

... No NAB Fireworks

(Continued from Page 1)

Convention in Louisville have been referred to the executive board and this is considerable of a relief considering what might have happened on the transcription or phonograph record situation....AFA also had their convention at the Pennsylvania Hotel in New York, but nothing startling developed....

When mail room strike hit Pennsylvania newspapers, dailies long cold to radio hastily turned to broadcasting to offset the effects of the strike....Stanford Zucker of Cleveland was made general manager of Consolidated Radio Artists, Inc.... A radio artists guild was formed by film players on the Coast....The attorneys in Washington and those who appear for stations before the FCC, particularly two of them accused of unethical practices, filed pleas with the FCC asking that charges against them be dismissed

...WRTD, new local outlet in Richmond, Va., took to the ether.... Jimmy Petrillo, in Chicago, urged nation-wide restrictions on ET and other recorded music....

The Philco Radio Company of Philly announced a 50 per cent increase in its advertising budget.... Drama was being taken seriously by the networks....the NBC Shakespeare series will be followed by a string of Eugene O'Neill plays.... Canada broadcasters are to have an extension of their hours on the air, the increase being from six to a possible 16 hours all told....Weed & Co. signed four additional Dominion transmitters....Mutual officially let on it will continue to expand the network and enlarge its program service....In Kansas City, one ad agency lined up 50 local ice dealers for a co-op radio campaign....WCFL, Chicago, had a little shakeup, something that was expected....

Install Special Studio At Fort Worth Fiesta

Ft. Worth—A broadcasting studio, to be operated on an impartial basis by all stations and networks, has been installed on the grounds of the Fort Worth Frontier Fiesta by Gulf Oil Corp. Merle Tucker, radio director of the Fiesta, which got under way Saturday, will have charge of the studio. Art Harvey has supervised installation of equipment.

Studio has capacity for 250 spectators, and it is possible the twice weekly NBC broadcasts by Paul Whiteman, starting Wednesday, will come from there.

Talks on "Youth and Crime"

The first in a series of talks on "Youth and Crime" will be given over Station WMCA on Thursday by Henry W. Nichols, general counsel of National Surety Corp. Mr. Nichols will speak in the interests of the Metropolitan Federation of Daily Vacation Bible Schools. His address will be heard at 9-9:15 p.m.

Doherty and Sheridan on WWJ

Detroit—Jack Doherty and Earl Sheridan, veteran get-'em-up-in-the-morning boys, now are furnishing early hour entertainment over WWJ, the Detroit News station. Jack and Earl come to WWJ from Buffalo, where they have been appearing for the last two years and more.

"Your Invention" at New Time

"Your Invention", conducted by Sam Hammer on WMCA, has been switched from Mondays to Fridays at 8:30-9 p.m.

Pickford-Rogers Wed

West Coast Bureau, RADIO DAILY
Los Angeles—Mary Pickford and Buddy Rogers were married Saturday.

Station and Sponsor Send Stylist Abroad

Columbus—Betty Hartley, who handles fashion talks and interviews sponsored by Dunn-Taft Co. over WBNS, sails Wednesday for Paris on the Normandie. During her two-month stay in Paris, she will send two detailed letters a week to the station for broadcast on her program, which will be taken over by Anne Croft Turner. The trip to Paris is being backed jointly by WBNS and Dunn-Taft.

"Voice of Wisconsin"

"The Voice of Wisconsin," transcription show produced on the Campus of the University of Wisconsin, is being presented weekly on WHBL, Sheboygan, Wis. The dramatizations tell the stories of Wisconsin events, famed alumni, and state industries.

"Death Valley" for Australia

Pacific Coast Borax Co. has sold a number of old "Death Valley" scripts to the Australian Broadcasting Co., with McCann-Erickson and Johnny Cornwall sharing in the receipts. Republic Pictures are dickering for several "Death Valley" scripts to be used in motion pictures.

Chick Webb's Audition

Chick Webb has cancelled a series of Western dates to play on the "Good Times Society" program over WJZ at 8 tonight, the reason being NBC have a prospective sponsor and the program will be in the nature of an audition.

Pilot Award to Spitalny

Pilot Radio's latest award of merit for the week has been given to Phil Spitalny, whose 32-piece girl orchestra presents the "Hour of Charm" program on NBC.

COMING and GOING

LESTER E. COX, prexy of WTMV, East St. Louis, Ill., with MRS. COX and his son, BUD, are in Washington spending a week after attending the NAB convention in Chicago. WILLIAM H. WEST, WTMV vice-president, and MRS. WEST are relaxing in Chicago.

AMOS 'N' ANDY, following their Chicago sojourn, are in New York to air this week from Radio City.

BENJAMIN LEVY, head of Coty Perfumes, and MRS. LEVY arrive today aboard the Normandie.

SAMUEL BAYUK, president of the Bayuk Tobacco Co., is another Normandie arrival.

WESLEY WALLACE, staff announcer at WPTF, Raleigh, N. C., and HAZEL NICHOLSON have been in New York vacationing.

CHARLES LA FRENIERE of Roy Music Co. returned to New York on Friday from a week's trip to Virginia.

TOM FIZDALE of Chicago is on an eastern trip.

JANE FROMAN and DON ROSS returned to New York the other day from Chicago, where they fulfilled a vaudeville engagement.

R. P. MYERS, NBC copyright attorney, returns today from a two-week vacation.

EVELYN CASTEL of NBC is boating to New Orleans, where she remains until July 6.

SCOTTY BOLTON of NBC sails on the California for Scotland the latter part of July.

BENNY GOODMAN and his band arrive in Hollywood today and will broadcast their first Camel Swing School that same night over CBS.

Launching N. C. Ad Drive

Charlotte—On Friday night, Gov. Clyde R. Hoey will formally launch the new North Carolina State advertising program. Speaking to the entire citizenry of the state through a specially formed state-wide radio network, the governor will explain the purpose of the advertising program in a half hour broadcast starting at 9:30 p.m. EST. Stations participating in the state-wide network will include WWNC, Asheville; WDNC, Durham; WSJS, Winston-Salem; WSOC, Charlotte; WFTC, in Kinston; WPFT, Raleigh, and WBIG, Greensboro. The governor will speak from the studios of WSOC.

New Commercial for Fishell

A new series of 15-minute early evening sports reviews will be inaugurated today over WMCA under sponsorship of Sobol Bros. Service Stations. It will be heard seven days a week, at 6:30 p.m. on week days and 7:15 p.m. Sundays. Commentator will be Dick Fishell. J. Stirling Getchell Inc. is the agency.

★ ★ ★ ★ ★

★ **RAY** ★

★ **MIDDLETON** ★

★ Now Appearing ★

★ NEW CHASE AND SANBORN SERIES ★

★ UNDER CONTRACT ★

★ TO ★

★ PARAMOUNT PICTURES ★

★ Management ★

★ COLUMBIA CONCERTS CORP. ★

★ OF COLUMBIA BROADCASTING SYSTEM ★

★ ★ ★ ★ ★

VICTOR BAY WILL DIRECT MUSIC FOR SHAKESPEARE

(Continued from Page 1)

weekly beginning July 12 at 9-10 p.m.

Bay and his orchestra will be presented to Columbia listeners on the eve of the director's departure for Hollywood to assume his post in the series. This introduction will be made on July 1 at 8-8:30 p.m., when Bay directs on CBS a program of music mostly of Elizabethan times, composed especially for Shakespeare plays. This broadcast also will feature Hollace Shaw.

"Devotions" Back on WWJ

Detroit—The "Morning Devotions" of WWJ, which, until a few months ago, had been a regular feature of this station for more than five years, is back on the air once more at 7:15 every morning except Sunday. This, one of Detroit's most popular radio programs, is produced Monday through Thursday, under the direction of the Detroit Council of Churches. The Council appoints to each church within its territory the days which it shall have on the air, whereupon the churches arrange their own programs. On Saturdays and on every other Friday the Lutheran churches of Detroit take over the program, while on the remaining Fridays this time is filled by the Jewish churches. The programs consist of talks by the various ministers, with religious music by the church organists and choirs. The background of this series provides for its well-defined religious nature, and the ever changing personnel makes for sustained interest.

Czech Celebration on WJAY

Cleveland — Arrangements were completed late last week by WJAY for a one-hour broadcast July 3 at 6 p.m. EST of the joint celebration of the United Czechoslovak Legions of America in honor of two great Czechoslovak victories. Stanley Altshuler, foreign program director of WHK-WJAY, says talent will include Krivan Slovak Sokol Singing Society of 75 voices, the Vojan Bohemian Mixed Chorus of 150 voices and the Sokol band. Doctor Yaroslav Gradavsky, Czechoslovak consul, heads a list of prominent speakers. This is one of the largest foreign productions ever planned in this section of the country. Czechoslovaks in Cleveland and surrounding cities and states are greatly interested in the broadcast and a delegation from various cities throughout the country will be in Cleveland the day the broadcast.

ANICE IVES'

"EVERYWOMAN'S HOUR"
WMCA

Mon. thru' Fri., 11:15 to 11:45 A. M.
"There's nothing she can't sell."

NEW PROGRAMS—IDEAS

"Visitor's Question Box"

Recently inaugurated programs at KOBH, Rapid City, S. D., include a daily "Visitor's Question Box", with an actual depository in the lobby of the Alex Johnson Hotel, where the station has its studios. Questions are answered over the air at 8:15 daily to provide tourist visitors with a "where to go" service.

The program is sustaining and is offered to further the enjoyment of visitors to the Black Hills.

Air and Water Temperatures

Air and water temperatures are being broadcast daily from the various Milwaukee County bathing beaches at 12:15 p.m. over WISN, Milwaukee. The program, sponsored by the Milwaukee Western Fuel Co., is regarded as a real service by Milwaukeeans, enabling them to judge where the greatest comfort for their particular needs is to be found during the warm weather.

"Man in the Lobby"

Decked out in typical western chaps and sombrero, Dale L. Groom is conducting a new series of interviews titled "Man in the Lobby" over KOBH, Rapid City, S. D. He picks at random tourists in the lobby of the Alex Johnson Hotel, which always has interesting personages from many parts of the country.

Incidentally, KOBH new RCA transmitter has proved tops in frequency response and signal strength.

Council Chamber Sessions

Capitalizing on the tremendous interest in city affairs which has followed the recent election, as mayor, of 32-year-old C. Rudolph Berghult, KDAL, Duluth, is now broadcasting sessions of the Duluth city council direct from council chambers in the city hall. Meetings of the council are aired twice weekly by KDAL as a sustaining feature. An anticipated difficulty—that of having one of the two announcers handling the remote make explanations of council business referred to by title only—failed to develop as the mayor and city commissioners obligingly take it upon themselves to make full explanations of proceedings as they are carried out.

The initial airing, June 23, was a short session, and the mayor and commissioners lingered after official adjournment to review in detail several of the actions taken. Comment about town following the first broadcast indicates that townspeople heartily appreciate the opportunity KDAL gives them to get "on the inside" of their city government.

Series on Speech

"Speak Out," a three-a-week series conducted by Norman Saxe, authority on speech control, gets under way today over WINS and the New York State Broadcasting System.

While directed primarily at those suffering from speech impediments

—of whom, Saxe claims, there are over three millions in the United States—it is designed to include all "who seek clarity of expression."

According to Saxe, who learned to aid others by first curing himself, speech defects such as stammering and stuttering are the result of fear, frustration and other personality faults which interfere with peace of mind and freedom of expression.

The program will be conducted in the form of a speech clinic, devoted each Monday to mothers and children, Wednesday to adolescents and Friday to adults. Five persons out of each group will be selected by Saxe for individual free instruction on the air, and it is his belief that at the end of a set period all will have been partially, if not wholly cured of speech defects.

Civic Speakers

Each Tuesday and Thursday at 8 p.m. KFOX of Long Beach, Cal., presents "San Pedro on Parade," civic program sponsored by San Pedro's leading citizens. Among the speakers who have broadcast in the past are A. Cavelli, secretary-manager of the Chamber of Commerce; Fred W. Smith, president of the Chamber; Major A. Lawrence, of the 63rd Coast Artillery, Fort McArthur; Ernest B. Erke, recreation department; John W. Cole, realty board, and Charles Chandler Jr. of the Bank of America.

Solly Cohen in Witmark Post

Solly Cohen has assumed active duties as professional manager of M. Witmark & Sons. Among the songs with which he is working are "My Little Buckaroo," from a Warner film; "My Love Is In Kalua, Little Heaven of the Seven Seas"; "Ol' Man Moon," from a Hal Roach-M-G-M film, and an unusual importation entitled "Vieni Vieni," which has been introduced in America by Rudy Vallee.

Vivien Rue in WMBH Post

Joplin, Mo.—Mrs. Vivien Rue is the new assistant manager at WMBH. Mrs. Stella Lukens is program director.

BARRY MCKINLEY

Griffin "ALL-Wite"
Tic Toe Review

Management

NBC Artists' Service

Personal Representative

James L. Saphier

WILL USE KFWB THEATER FOR "SHOW BOAT" AIRING

(Continued from Page 1)

and again for the Coast at 7:15 to 8:15 PST.

Meredith Willson and his orchestra have been signed by General Foods for the new "Show Boat" series. Rest of the talent includes Charles Winninger, Jack Haley, Virginia Verrill, Nadine Conner and Thomas L. Thomas. Benton & Bowles handles the account.

Two New WINS Programs

Two new weekly features were launched yesterday over WINS.

"Northland Lumberjacks," a saga of life among the "loggers" is the work of Salone Ellis, who grew up in the North Country and who has written many novels about the loves and struggles of the hardy race of men who daily battle the elemental forces of nature. The program will be heard over WINS and the New York Broadcasting System every Sunday at 4:45-5 p.m.

"The Progress of Education", which William Wachs originated, concerns education as it relates to people who are not directly connected with the school systems. The program will bring news of general interest in the educational world, and will feature prominent speakers. It will be heard every Sunday at 2:15 p.m.

Borah Cancels Labor Talk

Explaining that he was too busy, Senator Borah on Friday cancelled his radio talk on the labor situation scheduled for Saturday night from Washington over NBC. He said expected to make the talk sometime this week.

Veloz & Yolanda for Radio

Chicago — Veloz and Yolanda, dancers, have informed friends here they plan to go on the air with dancing lessons, and plan to retire from the ballroom dancing business.

There is no Substitute
for Coverage

W S Y R

The Voice of Central New York

SYRACUSE, NEW YORK

GUEST-ING

BIDE DUDLEY, on Colonel Jack Major's program, July 5 (CBS, 3 p.m.).

ELEANOR POWELL, JUDY GARLAND, SOPHIE TUCKER and ROBERT TAYLOR, in M-G-M's "Melody", on Hollywood Hotel program, July 16 (CBS, 9 p.m.).

ZASU PITTS, on Chase & Sanborn show, July 4 (NBC-Red, 8 p.m.).

EDMUND LOWE, on Sealtest Party, July 4 (NBC-Red, 10 p.m.).

JACK OSTERMAN and MARION MARTIN, on Jack Eigen's Broadway Newsreel, tomorrow (WHN, 9 p.m.).

IRENE BORDONI, on "For Men Only," tonight (WHN, 8:30 p.m.).

BOBBY BREEN, on Elza Schallert program, July 2 (NBC-Blue, 10:45 p.m.).

Cooking School Draws Big

The SRO sign hung out for each of the three sessions of WOPI's annual Radio Cooking School. Henrietta Dull, Atlanta, was director of the school, and the Radiatorium was filled with women of Bristol and the Appalachian Area at each of the three sessions. The final session, at which time two grand prizes were given for best recipes, was so well attended part of the overflow crowd had to be content with seats in the reception lobby. Fourteen firms in Bristol and east Tennessee sponsored the WOPI Radio Cooking School.

Child Camp Program on WOR

Dr. Shirley Wynne and Emery Deutsch will be heard over WOR tomorrow at 1 p.m. on a program to further the drive of the "Send a Child to Camp" Committee. This organization will have a series of broadcasts on all the networks over a period of ten weeks. Dr. Wynne will explain the purpose of this campaign and Emery Deutsch will handle the musical end of the show.

Morris Representing Louis

William Morris Agency, by arrangement with Mike Jacobs, will handle the radio, film and personal appearances of Joe Louis, new world's heavyweight champ.

Alan Roberts at New Time

Alan Roberts, WMCA tenor, will be heard at a new time starting, Wednesday. Accompanied by Carl Fenton and his orchestra, Roberts will broadcast at 7:30-7:45 p.m.

1	9	3	7
SUN	MON	TUE	WED
4	5	6	7
10	11	12	13
17	18	19	20
24	25	26	27
31	1	2	3

June 28

Greetings from Radio Daily

to

Ann Leaf Charles B. Trumont
Kelvin Keech Ruth Russel



● ● ● Bob Goldstein's and Abe Lyman's westward cruise was called off Saturday because the latter had a relapse 24 hours before sailing.... Frank Trumbauer left Paul Whiteman again.... Walter Walters, ventriloquist with a male and female "mouthpiece," is being offered to the Vallee hour.... Unless his negotiations with the Theater Guild work out (for a dramatic show) Jack Pearl will be presented by George White on Broadway next fall.... Irving Brecker will bow out of the Gillette show in August to vacation, write the "Follies" and go to Mervyn Le Roy.... Eugene Conrad will go west for William Morris.... Tommy Dorsey must be on the coast today if his plan to vacation there five days before opening here went through.... A farmer brought Zeke Manners a pig and a hen for his birthday last week, so Lester Lee took them up to Conn. via Grand Central. Mrs. Lee remarked that the snooty neighbors might resent another "ham" in the vicinity, but reconsidered, figuring what difference is another "snout" among the snooties!

● ● ● Saturday, Clair Shadwell of WBT, Charlotte, N. C., ushered Grace Miller and Harold Gilliland, both of Hickory, to the altar to the strains of "I Love You Truly".... Shad played this unusual role on his "Musical Clock" show. The show was piped into the home of the bride during the ceremony and the story of the romance from its beginning to its end in marriage was related.... Ann Leaf, CBStar, received a similar request from a girl in Maine, who had set her wedding date the same as Miss Miller's.... The two requests are the first to make their appearance on WBT.... When asked why she wanted this unique method, the former Miss Miller said she wanted good music and this was the only way she knew of getting it.

● ● ● Herman Timberg auditioned at NBC the other day.... Good suggestion for Walter O'Keefe is to have Sid Marion as a stooge.... Songplugger Charlie Ross, with Famous, and Peggy Burke, the model, announced their intentions over the week-end.... Arnold Johnson and band are booked into Loew's State.... The reason for Bert Lahr's absence from "Merry-Go-Round" last week (and no announcement made of his departure) is that the agency thought he'd be on the coast then.... Show will remain musical sans comic during the summer with Lahr returning in the fall.... Johnny Hauser has been given three more MBS spots from Grossingers.... Pat O'Shea leaves Mickey Alpert next week.... Enric Madriguera follows Shep Fields into the Surfside July 9, with Shep going to Boston.... Bee Walker doubles between piano-pounding for Harms and ditto for Bert Frohman at the resort.... Jack (Local 802) Rosenberg lunching with Larry (CGS) Lowman.... Movie musicians gave Rubinoff a medal in appreciation "for your fine leadership.".... Dave Franklin admits digging up Liszt every now and then for a few bars. Says he's tired of Gershwin, Berlin, etc.!

● ● ● Anyone with an ambition to be a radio writer, who would like to be discouraged early, should give some attention to these figures released by Wally Mosier, scripter of "Maurine of Merritt-Crest" five-a-week serial aired via KFRU, Columbia, Mo.... Since last September, when the show took the air for its debut, Mosier has written 2260 pages of script, about 765,000 words, which settles down to 3,825,000 separate strokes on his typewriter.... All this, in addition to the 7,000 sheets of paper, 2,000 sheets of carbon and the ruined 27 typewriter ribbons—all for 52 hours on the air.... Wally, we hope, in his calculation hasn't figured the "I's", "A's", etc. Because if he has, it would amount to 4,987,654 words. 9,876,543 strokes, 72,000 sheets of paper!.... At least, that's the way we add it all up!

NEW BUSINESS
Signed by Stations

WTMV, East St. Louis

James H. Forbes Tea & Coffee Co. (Martha Washington coffee and tea), four 15-minute shows daily, using this station exclusively in this area, deal set direct by salesman Harry Bibb; Electric Lamp & Supply Co. (RCA distributor).

WOPI, Bristol

Coca-Cola Co., "Singin' Sam"; Montgomery-Ward, "Neighbor Jim"; Seiberling Tire Co., disks; Peaseley-Gaubert Paint Co., Louisville, disks; Atlantic Ice & Coal Co., Atlanta, ale and beer spots; Hotel Stevens, Chicago, disks.

WBT, Charlotte

Webster Eisenlohr Inc. (Cinco cigars), through N. W. Ayer & Sons, N. Y.; Circle Bar F. Ranch Rodeo, Hickory, N. C.; Mayview Manor, Blowing Rock, N. C.; Coker Air Conditioning Co., Hartsville, S. C.

WDNC, Durham, N. C.

Dr. Pepper Bottling Co.; Ne-Hi Bottling Co., "A Night at Jack Dempsey's"; Durham Coca-Cola Bottling Co., "Refreshment Time With Singing Sam".

Burnett on Fraternity Board

Chicago—Hal Burnett, director of publicity at WBBM, has been elected a director of the Chicago alumni chapter of Sigma Delta Chi, national professional journalistic fraternity. New president is George Simons, General Electric X-Ray Corp. Julian Bentley, WLS news commentator, is a new associate member of the Northwestern University undergraduate chapter.

F.T.C. CASES

Under a stipulation signed with the Federal Trade Commission, Bristol-Myers Co., New York, will cease representing that its preparation, Sal Hepatica, is used in cases of constipation to prevent more serious physical conditions or trouble, and that it is a competent treatment for headaches, indigestion, and certain other ailments, unless this claim is limited to such conditions when due to hyperacidity or constipation.

Gag Famine

Among the many radio comedians who gagged about the Braddock-Louis fight after last Tuesday were Henny Youngman, on Kate Smith's "Bandwagon," and George Beatty, guesting on Lanny Ross' "Show Boat," the programs following each other on Thursday night but over different networks. Youngman dusted off the one about being in a fight and not falling down until he was hit. About a half hour later, Beatty told the same chestnut, almost word for word.

At this moment, it is reported that no less than six air comics are working on gags dealing with why the Fourth of July comes on July 5 this year.

WITH THE ★ WOMEN ★

By ADELE ALLERHAND

ADORNING the Washington radio scene is Ann Gillis, in charge of special events and publicity for CBS.... also general political assistant to Harry C. Butcher, CBS V. P. in Washington.... Came to Columbia in 1930 via newspaper work and a political job with the Democratic Nat'l Committee.... Combines a flair for effective speech with an inclination to be silent....The Gillis lass leavens her versatile brand of efficiency with a dash of diplomacy, in its subtler phases, and a decorative facial pattern....Mary O'Kelley, former WPTF program director, now resigned from a similar position at WHK, Cleveland, is back visiting her cronies at WPTF, on account of she's planning to be married in Raleigh July 2....Best wishes, Mary....Joan Blaine went statistical with a joint celebration of her 8th anniversary on the air and her 2,000 broadcast on Sunday. Started in Boston back in '29....Missouri's only "Musical Clock" gal, Margret King, has been getting Missourians up every a.m. for the better part of a year....Also appears in name part of KFRU's five a week script show, "Maurine of Merritt-Crest," in which she's heard at 1:30 every afternoon.

▼ ▼
Pontiac's "flying commentator," Kathryn Cravens, should change the adjective to orchidaceous..When she and June Aulick reach the Los Angeles airport they'll be met by the L. A. branch of the Florists Telegraph Delivery Ass'n with a lush armful of the high-hat posies.... CBS' Paul Glynn had himself and members of the Press Dept. a shindig to celebrate his natal day last Friday....Kendall Davis, ACBT prexy, has joined the parent ranks as pappy of a seven-pound lass.

▼ ▼
Angelo Mangieri, 14-year-old blind winner of last May's Nat'l Spelling Bee, and the only child so handicapped to win an event of this kind, to guest on Dr. Harry Hagen's Spelling Bee, July 11....Nancy Kelly, sub-deb ingenue, appears at rehearsals in riding breeches on account of she goes riding every p.m....Freddie Gibson startled the natives by appearing on the beach a la Gibson girl t'other day, complete with "gay nineties" bathing costume....then she zipped a hidden zipper, and presto.... stood revealed in the modern streamlined lastex version.

RADIO PERSONALITIES

No. 46 in the Series of Who's Who in the Industry

BURYL LOTTRIDGE, commercial manager of KOMA and assistant to manager Neal Barrett of that station, has had ten years of extensive and intensive experience in the radio field. From 1926 to 1928 he was announcer, artist, producer, etc., for "The Show Shop" in Chicago, over such stations as WLS, WLIE, WHO, WDAF, and others. In 1928-29 he was assistant manager of KCRC, Enid, Okla.; 1929-30, business manager of KFH, Wichita; 1932-33, with the Willott Co., Chicago and Kansas City; 1933-34, commercial manager of WMT, Waterloo, Ia.; 1934-37, general sales manager of KFAB, KOIL and KFOR, Omaha and Lincoln, and a month ago was appointed to his present post.

Lottridge originated and helped form the Sales Managers Division at the 1935 NAB convention and has since serviced as its chairman as well as being a member of the Commercial Section of the NAB.

As his record reveals, Lottridge is an unusually active youngster. And apparently likes to travel.



Has been around a bit in the radio field....

★ PROMOTION ★

Artists Bureau Sale Wrinkle

CBS has instituted a new wrinkle in promoting the sale of their artists. Assisting the Artist Bureau is attractive Gertrude Lanza. This young lady hails from Detroit where she served her apprenticeship in advertising.

Nowadays when a representative of the Columbia Artist Bureau calls upon a client, under his arm is a book of Gertrude Lanza's creation. One peep between the covers—and the client is sold.

It is Gertrude's job to meet the artist and talk with him. From his conversation and his press book she gathers the most important facts regarding the artist's career. Then with her art brush, assistant photographers, and her uncanny style of display, she conjures up a presentation book.

Her ideas are new and novel—a sample of her work convinced Columbia of her value. Upon arrival she was told to work on every Columbia artist. This she is doing with great success.

All the artists like her—the Artist Bureau has recognized her ability—and most of all, the books sell the product!

News About Books

As an addition to its public service, WHBL, Sheboygan, Wis., devotes a 15-minute period each week to book news from the city's public library. Alice Tylton of the library is the commentator.

Haling Doubling at WBAP

Ft. Worth—Elbert Halting has taken over the duties of publicity and continuity director of WBAP.

KFBI, Abilene, Kas.

Nu Lac Co., Hiawatha, Kas. (live-stock feed), thrice weekly program.

WBT on Phone Directories

Practice what you preach is an old axiom, and it takes many forms.

Last week, WBT, Charlotte, shouted its wares from the front cover of telephone directories in Asheville, Charlotte, and Lincolnton, N. C. A two-by-four inch space in the lower right hand corner proclaimed "1080 on your radio dial will bring you the Columbia Network station WBT—the Carolinas' finest programs." Other information, printed in blue letters on a tannish-grey background, was station ownership and location, with the telephone number.

General Manager William A. Schudt, Jr., got the directory ad idea one night while sitting on the floor of his home waiting for a call to go through to a Chicago client. Now he has options on the most desirable space on the front covers of every important telephone directory in North and South Carolina, a direct invitation to telephone users to listen to Dixie's pioneer radio station.

WHAS Field Survey

A folder containing a field strength survey map prepared by Glenn D. Gillett, Washington, and a market analysis of the Louisville area, together with rate card, has been issued by WHAS.

DuPont Switch July 7

Switch of the DuPont dramatic series, "Cavalcade of America," to a musical presentation over 38 CBS stations will take place July 7. Show returns to present policy Sept. 29. Don Voorhees and his orchestra will do the playing.

Joins Ayer Toronto Office

Gordon Smith, formerly with the national resort and travel department of the New York American, has joined the Toronto office of N. W. Ayer and Son in an executive capacity.

★ F. C. C. ★ ACTIVITIES

HEARINGS SCHEDULED

June 28: El Paso Broadcasting Co., El Paso. CP for new station. 940 kc., 1 KW., unlimited.

World Publishing Co., Tulsa. CP for new station. 940 kc., 1 KW., 5 KW. LS., unlimited.

KGKL, San Angelo. CP for change in frequency and power to 940 kc., 1 KW., 5 KW. LS., unlimited.

June 29: WSMB, Inc., New Orleans. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

June 30: Zenith Radio Corp., Chicago. CP for new special station. 42000, 56000, 60000, 86000 kc., 1000 watts, unlimited.

Dr. William States Jacobs Broadcasting Co., Houston. CP for new station. 1220 kc., 1 KW., unlimited.

WBRC, Birmingham, Ala. CP for change in power to 1 KW., 5 KW. LS. 930 kc., unlimited.

Birmingham News Co., Birmingham. CP for new station. 590 kc., 1 KW., unlimited.

July 1: Fall River Herald News Publishing Co., Fall River. CP for new station. 1210 kc., 100 watts, 250 watts LS., unlimited.

Peninsula Newspapers, Inc., Palo Alto, Cal. CP for new station. 1160 kc., 250 watts, daytime.

Arthur H. Croghan, Minneapolis. CP for new station. 1310 kc., 100 watts, daytime.

North Georgia Broadcasting Co., Rossville. CP for new station. 1200 kc., 100 watts, daytime.

Rapids Broadcasting Co., Cedar Rapids, Ia. CP for new station. 1310 kc., 100 watts, unlimited.

KSFO, San Francisco. Vol. assignment of license to Columbia Broadcasting System of Cal., Inc. 560 kc., 1 KW., unlimited.

July 2: William F. Maag, Jr., Youngstown. CP for new station. 1420 kc., 100 watts, daytime.

Colonial Network, Inc., Providence, R. I. CP for new station. 720 kc., 1 KW., limited.

Geraldine Alberghane, Pawtucket. CP for new station. 720 kc., 1 KW., daytime.

WSMK, Dayton, O. CP for increase in power and change in hours of operation to 250 watts, 500 watts LS., unlimited. 1380 kc.

July 15: Southern Minnesota Supply Co., Mankato. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

Centennial Broadcasting Corp., Dallas. CP for new station. 1500 kc., 100 watts, daytime.

July 27: Southwest Broadcasting Co., Prescott, Ariz. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

W. P. Stuart, Prescott. CP for new station. 1500 kc., 100 watts, unlimited.

APPLICATION RECEIVED

W. C. Irwin, Amarillo, Tex. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

EXAMINER'S RECOMMENDATION

Twin City Broadcasting Corp., Longview, Wash. CP for new station. 780 kc., 250 watts, daytime, be granted.



I KNOW
WHO THE
"COLONEL
FROM
KENTUCKY"
IS!
Do You?

No? TUNE
IN MONDAYS
3:00 - 3:30 E.D.S.T.
WABC
COLUMBIA
NETWORK

San Francisco

Glenn Hurlburt, versatile blind musician, made his bow as musical director last week over the NBC-Red net. A former arranger for Tom Coakley and Charles Kaley, Hurlburt has been on the NBC staff as accordionist with Paul Martin's band.

Carlton Morse, who authors "One Man's Family", talking about the move of the serial to Hollywood on Aug. 8, says "What is contemplated is not a permanent change . . . but a change of scene . . . and we shall spend the vacation period there . . . I see no reason why we should not return in the autumn."

Hazel Warner, one of radio's old-timers, is doing a series of four Woman's Magazine of the Air programs over NBC's Red net.

Zella Layne, new NBC vocalist, debuted last week with Ray Harrington's ork via the Blue Net.

Ray Charles, eastern radio and vaudeville artist, is "Master of Festivities" on "Contrasts", the Mutual-Don Lee studio-audience show. Made his first Western appearance Saturday.

Herb Caen, radio editor S. F. Chronicle, back from vacation in Hollywood, where he buzzed with Jimmy Fidler, Jerry Cooper and Ronnie Ames.

Bob Murray Doing Song Stint

Bob Murray, who is heard several times weekly over WHN and formerly was vocalist with Paul Ash's band, was engaged last week by Warner Bros. to appear at big local store music departments and sing the numbers from Dick Powell's new picture, "The Singing Marine," which opens Wednesday at the New York Strand. Engagement runs until the opening of the picture.

Warnow Resumes Series

Mark Warnow will resume his CBS series of "Mark Warnow Presents" shows tomorrow 10:30-11 p.m. First guest to appear will be Hol-lace Shaw, soprano. Series features Warnow's Blue Velvet orchestra.

ONE MINUTE INTERVIEW

RALPH WONDERS

"During its brief existence, radio has done more for those with talent than any other form of show business. Previous to radio's exploitation of the artists, the film industry would concentrate for a number of years to build a star. Now they reach into the radio field and immediately have a box-office attraction. It is highly noticeable today that radio uses a great many of the picture stars and the picture industry uses a great many of the radio stars, and I am sure these two fields will always work hand in hand."



"Vallee Varieties"

Though not a professional artist in the entertaining line, Charlie the Radio City barber, who has scraped the chins of many notables, was the novelty treat of Rudy Vallee's show over NBC-Red last Thursday night. Dennis King and Jessie Royce Landis were all right in a dramatic skit.

Beatrice Howell, newcomer in the impersonating field, did her conceptions of Freddie Bartholomew, Edna May Oliver, Lionel Barrymore, Sylvia Sidney, Beatrice Lillie, Barbara Stanwyck, Luise Rainer and others. If meant to be different, she accomplished that objective, but, as far as being counterparts of the originals, most of her impersonations were a little too slight of texture and not sharply enough defined. For the Rainer bit, Miss Howell displayed some singing ability.

Joe Laurie Jr., it is regrettably reported, isn't living up to advance promises and indications as a whimsical comedian. His problem is—material. The best thing Laurie has done on the air was the little tale about the Bronx flies, a few weeks ago. So he tried a sequel in last week's broadcast, but it didn't quite measure up.

Barry Wood

In his last 15-minute live show via WJZ and a few of NBC's Blue outlets, on Thursdays, 7:45 p.m., Barry Wood, the sax-tooter who followed Jerry Cooper on the Procter & Gamble Drene Shampoo series, faded as a finished product for the airwaves. Nervous and tense with a desire to please, aware that his predecessor was a tough artist to follow, Wood made his debut as many other ambitious people do, singing and speaking without the necessary polish. However, judging from his eighth and final program, the crooner justified the sponsor's expectations.

His renditions of "Blue Hawaii", "Cause My Baby Says It's So", "You're Precious To Me" and the Bing Crosby favorite, "I'm Yours", were sung with an ease accomplished only by Crosby. Not to be overlooked is Wood's romantic speaking voice in introducing his songs. Drene made another discovery for the nets—and their product must have sold with the feminine buyers. Music, announced as "Barry Wood's", is really Johnny Augustine's combo.

"Show Boat"

This program on NBC-Red was almost all-musical in its enjoyments as far as the listener was concerned last Thursday night. With the exception of Lucy Monroe, guest prima-donna, Lanny Ross, Margaret McCrea and Thomas Thomas, the show was a weak, uninspired affair, with poor comedy and very windy commercials.

Miss Monroe proved that she is one of radio's best sopranos. She scored with "Romance" from "Desert Song." George Beatty, guest comedian, displayed good potentialities but was handicapped by material. He has an assured manner and a good voice. Lanny Ross, as usual, gave an excellent performance. That the rest of the program will not suffer by the approaching renovation can easily be seen. Sponsor should not attempt to cram so many commercial lines into the new show.

Gerald L. K. Smith

Not since Father Coughlin left the air has the ether carried such a forceful speaker on current problems as Gerald L. K. Smith, heard Fridays at 9-9:30 p.m. over WINS and the N. Y. State Broadcasting System. His attack Friday night on the CIO, John L. Lewis and the breakdown of law and order must have made plenty of listeners sit up and take notice. Smith, who somewhat parallels Coughlin in that he is an ordained minister, presented an array of data and newspaper records to discredit the CIO. He charged that the workers are being deluded and that seeds of communism are being planted in this country through the medium of some 600 organizations under various disguises.

The series of broadcasts are sponsored by the Committee of 1,000,000, an incorporated, educational institution formed to fight anti-American influences.

"Rhythm in Song"

Originating in Cincinnati and fed to the New York area via the WLW Line through WHN, this musical program returned to the air Friday night with an enjoyable batch of tuneful and well vocalized selections. Besides Mary Paxton, blues singer, who delivered "One Never Knows, Does One" in a nice rhythmic style, with the aid of an ensemble, there was an individualistic version of "Honeysuckle Rose" led by the Three Spades. The opening number on the program, "I Dream Too Much," in which the ensemble took part, was a lengthily but colorfully arranged edition of "I Dream Too Much." It was genteel and delectable all the way.

Arturo de Filippi

Concluding a 13-week series of 15-minute recitals on Fridays at 6:45 p.m. over WQXR, Arturo de Filippi presented a group of four numbers that gave him a chance to display his very pleasing tenor voice. He started with a Serenade by Leoncavallo, and followed with "Guns" by Jeffrey O'Hara, "Come to Me, My Darling" by Scotto, and a Neapolitan folk song. Signor de Filippi's tenor voice

Boston

John F. McNamara, WBZ program manager, who sailed recently for Europe, will be away till Aug. 1.

Richard Hammond is the latest recruit to the WBZ operating staff.

J. O. Felmy, veteran Westinghouse technician, is assisting Dwight A. Myer and the WBZ staff in rebuilding and modernizing the studio control room.

John A. Holman, WBZ-WBZA general manager, relaxed a little at golf while attending the NAB convention in Chi. last week.

Thomas Bean, control engineer, no longer with WBZ-WBZA.

Kay Kyser, now featured at the Ritz Carlton Roof was interviewed by Jay Wesley on the Boston Hour over WEEI.

WBZ-WBZA did two novel special event pickups Sunday morning. Known as "The Weatherman at Work", the program originated at two U. S. official weather bureaus, one at the top of Great Blue Hill in Milton, Mass., and the other at the Mt. Washington bureau atop of Mt. Washington, N. H. Charles Noble, WBZ mike-man, made the pickup.

may be described as in the nicely modulated class—that is, he sings with smooth restraint, instead of indulging in vocal calisthenics. Romantic and sentimental songs are especially up his alley. Irene Dalton did well as his accompanist at the piano.

"Barnacle Bill"

One of the brightest "start-the-day-smiling" programs is the "Barnacle Bill" quarter-hour presented by Roy Shelley on WMCA at 8 a.m. Shelley is a wizard of the ukelele, also something of a reader of poetry, and he combines cheery musical numbers with poetic sentiment and a sunny disposition. The program is directed chiefly at youngsters, who are invited to write in and join Bill's ship of happiness, but it is enjoyable stuff for the whole family. Salutes to listeners on birthdays and wedding anniversaries also is part of the program.

"Hollywood Hotel"

It was like old times, hearing Dick Powell on this CBS program again Friday night in the preview of his new Warner film "The Singing Marine." He sounded in fine form, and supporting him in the film skit were Hugh Herbert, Allen Jenkins, Doris Weston and Lee Dixon; so a good time was had. Of the "Hotel" regulars, Jerry Cooper, Frances Langford and Raymond Paige's orchestra did their usual swell duty.

"The Movie Pilot"

Frank Nugent, the New York Times movie critic, appearing as guest in this Hudson Day Line series over WEAH last Friday at 7:30 p.m., reveals ability as a commentator. He not only has interesting viewpoints, but a good mike style and voice.



NEW personality on WLS Home-makers hour is Jane Tucker, who presents human interest features and music styled for matinee listeners.

Wendell Hall's two sons, Wendell Jr. and Lowell, are isolated here with the chicken pox.

Morey Amsterdam, m.c. of NBC Night club broadcast, is back from New York where he supervised screen test for Adair Adams, Northwestern university coed, and several other local "finds."

Don Hancock, Wrigley "Poetic Melodies" announcer, to vacation in Yellowstone Park. . . Sunda Love has picked a summer theater colony in Maine.

George Harvey, Mutual salesman, finished first in the Chicago-Michigan city yacht races with his sloop Skoal, which he skippered himself.

Martha Raye who was doing radio shots here for \$35 less than 18 months ago, plays the Chicago Theater at \$5,000 a week on July 30. She has worked the same spot for \$200.

Wendell Phillips' orchestra playing at the Tiffany room of the newly opened Chicagoan hotel in the loop. Henri Gendron's ork making music at the swank Villa Venice, garden cafe at Wheeling 30 miles northwest of Chicago.

Lee Sims and Ilomay Bailey and Joan Abbott opened over the weekend at the Cocoanut Grove with Mark Fisher's ork.

Louise Lott of WAAF staff to become a bride shortly. Bob Hawk of WAAF vacationing in New York.

Phyllis Norton, soprano, new soloist on WGN "Melodies from the Sky" show.

Nancy Hurdle has joined the cast of "Painted Dreams".

Coast guard started a search for Blair Walliser, WGN production director, and Don Pontius of Mutual staff other day when they were 20 hours overdue from Milwaukee in Walliser's racing sloop. They were becalmed off Kenosha in a fog but arrived in Belmont Harbor here before the rescue crew located them.

Pufflicist Tom Fizdale off on a fortnight's tour of the eastern cities this weekend.

Benay Venuta auditioned for Look magazine show at CBS, but no reports yet.

Harriet Brewer, Gold Medal Hymns of All Churches contralto, signed to appear with Chicago Grand Opera in the fall. John Neher, basso of same group also to do some opera singing.

Kaltenmeyer's Kindergarten doubled size of network Saturday and is now heard on coast-to-coast basis.

Arch (Scotty) Scott, NBC production man, called to St. Louis because of serious illness of father.

Norman Ross to describe Arlington Park races for NBC starting today.

Loana MacKenzie, sister of Healani MacKenzie who broadcasts Healani of the South Seas over NBC, is here

ORCHESTRAS - MUSIC

MAESTRO DUKE ELLINGTON and ork closed their Cotton Club engagement to embark on a limited theater and dance tour. They'll appear at Loew's State Theater, N. Y., the week of July 1; at Pittsburgh's Stanley Theater, starting July 9, and at Philly's Earl Theater beginning July 16. Upon their return to N. Y. in August they'll start work on a motion picture and a musical comedy.

Clyde Lucas and ork, now at N. Y.'s Paramount Theater, play the Boston Metropolitan the week of July 16. Bookings were made by Mills Artists.

Ina Ray Hutton, self-styled "blonde bombshell", and her Melodears will make music at Atlantic City's Steel Pier for the week starting July 2.

Arrangements have been completed by Jimmy Campbell, British music nabob, and Jack Mills of Mills Music to have all production music from England, including songs from British Gaumont Pictures, concentrated in one American publishing house. Campbell represented Cinephonic Music Publishing Co. of Great Britain.

Batoneer Cab Calloway and his hi-de-ho-ing musical aggregation will return to New York in August, after Cab gets back from his Canadian vacation, to begin rehearsals for the

from Honolulu visiting her brother. She is a dramatic teacher.

Budd Hulick of Stoopnagle and Budd visiting friends here.

Virginia Payne (Ma Perkins) to Indianapolis to address national Convention of Omega Upsilon (dramatic sorority) in national convention on "Behind the Scenes of Radio." Also scheduled for appearance on WIRE.

Al Short, musical director of NBC Minstrel show, to give his daughter Elinor in marriage shortly to Vincent F. Seng, Wilmette.

Lulu Belle and Scotty Wiseman return to WLS National Barn Dance on July 10 after a two month vacation in the North Carolina mountain country.

Joe Kelly, m.c. of National Barn Dance, is touring New York for a couple of weeks.

New faces: Jay Sims, new announcer at WBBM, coming from Honolulu by way of KFWB, Hollywood; Durward Kirby of WLW, new announcer at NBC; Andrew Schomaker of Automatic Electric Co.; Hugh T. White of Butow Electric Co. and Arthur Hockin, formerly with Affiliated Broadcasting System, join NBC engineering crew; Henry Stanley, formerly with McIntosh Transcriptions, and Harry Gale are new on sales force at WJJD.

Fey Rogers Joining WOPI

Bristol, Tenn.—Fey Rogers, formerly of WWSA, Harrisonburg, Va., joins WOPI here July 1 as chief announcer.

new Cotton Club Show, scheduled to open early in September.

Jack Winston, San Francisco bandman, replaces Bob Young at Frisco's Bal Tabarin on July 16 for an indefinite engagement. Dorothy Allen will be featured vocalist.

Paul Pendarvis wound up a series of one-niters he's been playing through the state of California by playing the Cocoanut Grove, Santa Cruz, on Saturday.

Will Hudson and the Hudson-De Lange outfit, currently playing for the dance-minded crowd at Rye's Playland Casino, are featuring two song candidates for hit-dom on their bi-weekly broadcasts over WEAF and the NBC-Red network, Tuesdays and Saturdays. The ditties in question are "Pop Corn Man" and "You're My Desire".

Russ Lyon and his boys, broadcasting from Cincinnati, will be aired via WHN Saturday nights from 10-10:30 p.m.

Anson Weeks and ork inaugurated a series of broadcasts over the WOR-Mutual coast-to-coast network from the Trianon Ballroom in Chi on Sunday, 1:15-1:30 a.m. with the introduction, "Ladies and Gentlemen, may we invite you to join us in 'dancin' with Anson'".

ST. LOUIS

Announcer Johnny Nebblett, who has handled KWK's daily series of apartment house interviews since it started two months ago, is departing to handle sports at WBNS, Columbus, O. Tom Daily succeeds him here.

"Velvet Varieties", new KMOX variety show, starts tomorrow as a weekly feature. Emceed by Judd Norman, program features Ben Feld's orchestra, Maria Lane, chatterer; Dick Ellis, baritone; Irene Stone, blues singer, and Christine Randall, negro torch singer. Sponsor is Champagne Velvet beer.

Bob Sampson, formerly with KSD, has joined KMOX sales staff.

Abe Hendry, who directed publicity for WIL, has a roving assignment in his new post with the St. Louis Globe-Democrat.

Don Ownbey, KMOX news editor, vacationing in the Ozarks. Arthur Casey of the production staff, with Mrs. Casey, visiting New England.

Harry W. Flannery, crusading KMOX news commentator, crusaded against proposed local gas and cigarette taxes, and the proposals now have been dropped.

Two Join WCOL Staff

Columbus—David Penn, formerly with WHIO, Dayton, has joined WCOL here in the capacity of news commentator.

Another WHIO man, Don Smith, has also joined the staff of WCOL as announcer.



RADIO MERCHANDISING ASS'N (R.M.A.) is moving from its present quarters in Cross Roads of the World to larger space in the Otto K. Olson building, Vine and Selma early next month, at which time John Smock will bow out to engage in other activities. RMA has taken over sale of Ralph Roger's book, "Do's and Don'ts of Radio".

Jimmy Newell, Don Lee singer, and featured member of the "Presenting David Broekman" program, has been signed for picture work by Grand National. First work will be in Jimmy Cagney's "Something to Sing About", to be followed with lead role in "Renfrew of the Mounted" shorts.

Junior Chamber's hour and a half program, with remotes from airplane factory, underground workings of the aqueduct and other spots, originally scheduled for Monday, was ready to go on Mutual coast-to-coast Saturday, time not set.

C. P. MacGregor Co. is cutting a series of 26 one-minute transcriptions for Bullock's Department store, for use on nine local stations. Dana Jones is agency.

Miniature Magazine, on KMTR, using guest stars, with Ruth Aston, writer.

Larry Kent signed to follow Sterling Young's ork at Wilshire Bowl, starting June 27.

A major studio is dickering with James Melton for an assignment to follow his Cleveland Great Lakes Exposition engagement. Melton is currently appearing on the "Sunday Night Party" program over NBC Red network, the show switching to Cleveland on July 13.

Standard Federal Savings and Loan Association will use a 15-minute live talent program "A Musical Pilgrimage" on KECA, Sundays, R. W. Keen is emceeing the show.

When Robert Armbruster replaces Werner Jannsen on the Chase and Sanborn hour, and Jannsen heads his own half hour program for Fleischman's Yeast, he will use occasional pop tunes, to more standard and symphonic type numbers. His show will be all music, with an occasional singing guest star.

"BARON MUNCHAUSEN"

JACK PEARL

Dir.: A & S. LYONS, Inc.

RADIO IN EDUCATION DUE TO HIT NEW HIGH

(Continued from Page 1)

Commissioner of Education, in an exclusive interview with RADIO DAILY declared that school use of radio next fall will reach an all-time high in the annals of American education. The Commissioner's statement followed closely upon the heels of a recent exclusive RADIO DAILY report that a nation-wide movement is now under way attempting to force NBC, CBS and Mutual to give currently sponsored time to organizations for the purpose of presenting unbiased and unsolicited programs of educational value to the average American radio owner.

Commissioner Studebaker was recently appointed by the FCC to make a survey of the radio-education situation together with a group of experts.

That action will no doubt be taken in the very near future concerning the radio-education program was indicated last week when FCC Chairman Anning S. Prall told RADIO DAILY that the Commission was "all ready to go," but was awaiting the final report of Commissioner Studebaker and his Committee.

New Prof. Quiz Time

Professor Quiz, sponsored by Nash-Kelvinator, changes time July 3. A first show, aired over 50 CBS stations, will be heard at 9-9:30 p.m. On the same date a repeat broadcast to the west coast will be inaugurated over nine stations at 12-12:30 a.m. EDST. The program retains Arthur Godfrey as collaborator to the Professor.

WOWO-WGL Staff Additions

Fort Wayne—John De Young, newcomer to radio, has been made a junior announcer at WOWO-WGL.

Glenn Thayer, formerly chief operator with Northern Broadcasting of Laconia, N. H., and with Capitol City Broadcasting, Lansing, is a new addition to the engineering staff.

Mutual Boy Scout Coverage

Mutual, too, will set up a studio tent in Washington for the airing of the Boy Scout Jamboree, June 30-July 8.

★ Coast-to-Coast ★

GENERAL production plans of CBS for its forthcoming cycle of eight Shakespearian plays, starting July 12, and the actors who will appear in them, will be discussed tonight over CBS at 7:15 o'clock by Burns Mantle, dramatic editor of the New York Daily News and compiler of the yearly "Best Plays and Year Book of the Drama in America".

Carl Carner, who writes and recounts "Your Neck of the Woods", and Bernard Herrmann, musical director, will tell about Minnesota in their broadcast tonight over the CBS network.

Bill Benning, WTMJ (Milwaukee) musical director, is vacationing in the north woods.

In a state-wide South Dakota hook-up, WNAX of Yankton, KSOO of Sioux Falls, KGFX of Pierre and KWTN of Watertown will carry the Black Hills Roundup which KOBH of Rapid City will originate July 3-5 from Belle Fouché. Archie Hall and Frank Crilly will handle the mikes, while E. H. Carter, KOBH chief engineer, is to be in charge of technical facilities.

WICC, Bridgeport: Jimmie Cavallo, who has been on leave, returns to sing on Thursday at 2:15 with Don Raphael as accompanist. . . . Bigelow Twins, Mel and Jim, transfer to WICC from WELI on Tuesday. . . . Malcolm Parker will appear in "June Moon" offered by the summer theater group at the Chapel Playhouse in Guilford this week.

"Rhythm in Song", originating in Cincinnati, returns to the air via the WLW Line, including WHN in New York, at 7:15-7:30 p.m. on Fridays. Program features Mary Paxton, Four Modernaires, Three Spades, a girl sextet and a boy octet.

Poosh-em-up-Tony Cabooch, WHO's master dialectician, is confined to his bed with a gun wound in his leg. Special wires have been installed in Tony's home in Des Moines and his regular Tuesday, Thursday, Saturday broadcasts at 5:30 p.m. will go on without interruption. Tony was shot in the leg last Tuesday night, when a .38 calibre revolver he was cleaning was accidentally discharged. Tony in private life is Chester J. Gruber.

A. C. Goodnow, Westinghouse field engineer, recently transferred from Fort Wayne, where he was engaged in building equipment at the new WOWO and WGL studios, to Broadcasting Headquarters at Chicopee Falls, Mass., will have his home and family in Springfield during his stay at Chicopee Falls. He is working on new studio equipment for KYW, Philadelphia.

KDKA, Pittsburgh: Betty Eisley, assistant to Asst. Program Manager Dare Fleck, and Phillip Howell are honeymooning. . . . Relda Garrett and Marcella Campbell also are saying "I do". . . . C. F. Greif, member of Westinghouse's Broadcasting Division field group, is busy on new equipment here.

WKRC, Cincinnati: Tad Legere, contralto, and Ruth Lyons and Gladys Lee, pianists, are appearing in "Rhythm Miniatures" on Saturdays. . . . Dick Ruppert of the traffic department married Doris McCormack on Saturday. . . . Howard Hayes, formerly of WBNS, Columbus, has joined the engineering staff. . . . Joe Dunlevy (Smilin' Dan) is back on the air under Bell & Crown Furniture Co. sponsorship, with Gladys Lee as accompanist.

KYW, Philadelphia: Todd Sloane, control room supervisor, returns this week from a West Indies cruise. . . . Abe Cohen went north, while Bill Elsworth and Bryan Cole headed west. . . . Leslie Joy, station manager, will head for New England in July. . . . James V. Thunnell is a recent addition to the engineering staff.

Bob White, studio manager and director of dramatics at WBZA, Springfield, has discontinued his Friday night classes in radio drama for the summer.

Earl Wood, operator at the transmitter of WBZA, East Springfield, Mass., goes on vacation late next month.

Charles Crutchfield, program director at WBT, Charlotte, and Mrs. Crutchfield, with their two children, returned recently from a vacation spent on Long Island. While in New York, Crutchfield was entertained by Professor Quiz and Eleanor Larsen, agency representative for Kelvinator.

The Irvington Light Opera Company of Irvington, a suburb of Indianapolis, was heard on the air over WFBM for the first time Sunday. Group consists of mixed vocalists who live in community. During the winter season they present a series of light operas. Although in operation for several years, this is first bid for ether fame.

WPTF, NBC outlet in Raleigh, employed its facilities Sunday to broadcast from its studios "The Institute of Human Relations", heard on NBC-Blue network at 9:30-10 a.m. under the auspices of the National Conference of Jews and Christians, in session on the campus of Duke University. George Denny, NBC's director of the popular "Town Hall" broadcasts in New York City, was in charge of Sunday's program.

CLASSICAL MUSIC GAINS 100 PER CENT IN YEAR

(Continued from Page 1)

and Hollywood showed gains over May, 1936, while San Francisco showed a decrease.

Number of programs originating from various points in May this year as compared with 1936 and with April of this year follows:

Origin	May 1937	May 1936	April 1937
New York	627	618	640
Chicago	417	380	379
San Francisco	315	341	337
Hollywood	112	76	108

NBC's Eastern Division, as a whole, showed a marked increase as a source of network programs, however. The relative standing of the three divisions in the percentage of program hours produced was:

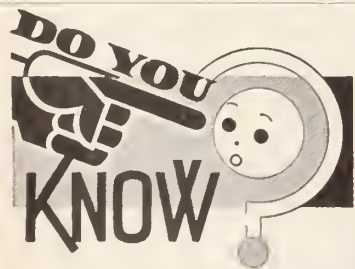
Origin	May 1937	May 1936	April 1937
Eastern	49.0	48.7	45.4
Western	27.7	26.0	28.6
Central	27.4	35.3	26.0

During the past three weeks the Vass Family have been making a trial engagement on the Ben Bernie program. Now their satisfied sponsor has decided to make sure of them. A thirteen week engagement on the Bernie Show has resulted.

Through its daily United Press news service, WPTF in Raleigh now includes on its schedule each morning the program "To the Ladies", with selected news items relative to fashions, famous women and Hollywood. Raymond Cosby and Clay Daniel act as commentators. At present, the three features included daily are "Women in the News", "Hollywood Gossip" and "Fashion Chatter", heard Monday through Friday at 11:00 a.m.

"Carolina Kate", yodeler and ballad singer, is the latest addition to the "Rural Ramblers", KFRU, Columbia, Mo.'s, hillbilly outfit. Although she's been on KFRU but two weeks, she's already developed a following.

Patricia Ryan, lovely contralto, who has been heard over NBC three times weekly as the female rascal in the Rhythm Rascals has been given her own spot on the air. She will be heard every Sunday at 11 a.m. over WJZ and the Blue network.



Christian Science Church Services have been aired over WMCA each Sunday for more than 14 years. Programs have been continuous except for one period of 12 months.

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RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 99

NEW YORK, N. Y., TUESDAY, JUNE 29, 1937

FIVE CENTS

25% of Time to Education

LOCAL PRESSURE STOPS SHIFT OF FRISCO SHOWS

San Francisco — Pressure on the part of city officials, civic organizations and individuals has resulted in Don Lee-Mutual abandoning plans to move two big KFRC variety shows, "Morning Merrymakers" and "Feminine Fancies," to Los Angeles. Program will continue to originate here.

Resentment against the shifting of production activities from here to L.A. has been increasing since Lew Weiss, head of Don Lee network, announced the plans recently.

CBS and BBC to Make Short Wave Experiments

Series of important international broadcasts as short-wave tests will be inaugurated in July between CBS and the British Broadcasting Corp., and will continue for approximately six months, according to E. K. Cohan, CBS engineering director, who is back from Europe. The series was decided upon following the recent International Radio Ass'n convention in Bucharest, Rumania, and the re-

(Continued on Page 2)

23 New Stations Added By Kaltenmeyer Program

"Kaltenmeyer's Kindergarten," NBC-Red network program originating from Chicago and conducted by Bruce Kamman, has added 23 new stations, including seven on the Pacific Coast and in the Rocky Mountain territory. Other additions are in the south and the southwest. Harry Kogen's orchestra furnishes the music for the show, which is sponsored by Quaker Oats.

Radio Alarm Works

First instance in which RCA's new automatic radio alarm served an American vessel in distress occurred Saturday when an emergency signal was received by the Ensley City from the Sandgate Castle's newly installed auto alarm. Charles J. Pannill, president of Radiomarine Corp., was informed the alarm had worked perfectly.

What's Wrong

WBIL, new 5,000-watt association with WOV, will discuss "What's Wrong With Radio" in a series of 13 15-minute broadcasts presented on Tuesdays at 7:15 p.m. starting July 13. Authorities in the radio field, critics and representatives of the listening public will be included among the speakers.

40-HR. WEEK, PAY RISE FOR WCAU ANNOUNCERS

Philadelphia—A 40-hour, five-day week for WCAU will go in effect Sept. 1, and in addition there will be automatic salary increases every six months, it is announced by Dr. Leon Levy, president of the station.

In spite of reports published elsewhere, Dr. Levy told RADIO DAILY that the new schedule did not involve the alleged labor difficulties.

(Continued on Page 3)

CBS Selects "Hamlet" As Shakespeare Starter

CBS has chosen "Hamlet" for its initial Shakespeare drama, being presented July 12, with Burgess Meredith in the title role. Same play was used by NBC for its Shakespeare lead-off last week. Additional actors signed for the series by CBS are Lionel Barrymore, Helen Menken and Frank Morgan. Barrymore will

(Continued on Page 8)

CBS Gets Broadcasting Rights On All N. Y. State Horse Races

Union Fails to Block Philly Wired Service

Philadelphia—In spite of objections raised by the musicians' union, Local 77, the Muse-Art Corp. was granted permission by City Council to disseminate music, news and entertainment to hotels, night clubs, halls, etc., through conduits under public highways. The new wired service gets under way immediately.

NBC Further Emphasizes Cultural Programs in Signing Dr. Angell of Yale as Counsellor

RADBILL OIL CAMPAIGN STARTING NEXT MONTH

Radbill Oil Co., makers of Pen-Rad oil, will sponsor a radio campaign in the New England States and the Ohio Valley beginning July. Campaign will feature a series of spot announcements over a period of 10 weeks. Stations set to date for the series include WSAR, WMBC, WCOB, WLBZ and WMBX. Either WSPR or WCSH will be selected within the next few days.

Negotiations are also under way to set a series of 2 spots per day for 10 weeks over WLW, but contract has not yet been signed. Account is being handled by the Jay Lewis Associates, with Jay Lewis in charge.

Sears-Roebuck Expands Foreign Language Series

Philadelphia — Sears, Roebuck & Co., after a test series of Jewish news programs over WDAS, plans to become a consistent user of foreign language shows. Through the Lavenson Bureau, the current series, with Nathan Fleisher, former editor of the Jewish World, as news commentator, is renewed on a long-term contract. Plans call for news

(Continued on Page 2)

National Broadcasting Co., which in the current season has been devoting more than 25 per cent of its broadcasting time to educational programs, puts further emphasis on the cultural note by signing Dr. James Rowland Angell, retiring president of Yale University, for the post of educational counselor of NBC.

Dr. Angell will devote his full time to the new post, occupying one of the executive offices at NBC, at a salary of \$25,000 a year, the same as he received at Yale.

Negotiations to bring Dr. Angell into the NBC fold were started last year by Lennox R. Lohr, NBC president. Among those who urged the Yale head to undertake the work were Newton D. Baker, Owen D.

(Continued on Page 8)

ZENITH FALL PROGRAM OVER 74 NBC STATIONS

Chicago—Zenith Radio Corp. has reserved a half-hour on Sunday nights at 10 o'clock EDST over the NBC-Blue network, starting Sept. 5, for a show originating here and go-

(Continued on Page 2)

Nat'l Operator Survey Is Completed by WTMJ

Milwaukee—A survey of hours, wages and union status of the operating departments of the country's independent radio stations has been

(Continued on Page 3)

7 Resorts on KFEL

Denver—Seven Colorado mountain resorts are currently resorting to KFEL to advertise their vacation inducements. They include: Old Plantation Cafe, Estes Park; Scotty's Lodge, Deckers; Crystal Springs Lodge, Allen's Park; Brook Forest Lodge, Brook Forest; Riverside Resort, Lyons; Radium Hot Springs Hotel and Conroy's Hotel and Cafe, Idaho Springs.

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Vol. 1, No. 99 Tues., June 29, 1937 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor
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Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Merse-
eau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk and Verne Bailey, 6425 Hollywood Blvd. Phone Granite 6607.

Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

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FINANCIAL

(Monday, June 28)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	161½	159¾	159¾	— 1½
Crosley Radio	20¼	19¾	19¾	— ¾
Gen. Electric	52¼	50¾	51½	— 7½
North American	23¾	22¾	22¾	— 1½
RCA Common	81¾	77½	77½	— 1¼
RCA First Pfd.	64¼	63¾	63¾	— 1½
RCA \$5 Pfd. B	17¾	17	17½	— 1¼
Stewart Warner	32¾	32	32	— 1
Zenith Radio				

NEW YORK CURB EXCHANGE

Nat. Union Radio	1½	1½	1½	— 1½
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OVER THE COUNTER

	Bid	Asked
CBS A	27½	29
CBS B	27	28½
Stromberg Carlson	13	15

Sam Brown in 2 WMCA Stints

Sam Brown is now the announcer on "Thrilling Detective Dramas" three times a week, as well as on "Five Star Final," news dramatizations on Mondays, over WMCA and associated stations of the Inter-City Broadcasting stations. Brown was formerly a member of the staff of KYW, Philadelphia, being there a year before his affiliation with WMCA. Prior to his Philadelphia connection, Brown was a member of the NBC announcing staff in Washington.

Frank Lewis Joins WOR

Frank Lewis, formerly with United Artists exploitation department, has joined the WOR Artists Bureau as publicity representative working under G. W. (Johnny) Johnstone, WOR public relations counsel. Post is a temporary assignment.

NETWORK SONG FAVORITES

Following is an accurate list of performances for the week ending June 26, covering songs played from 5 p.m. to 1 a.m. on CBS and two NBC networks. Only compositions played 15 times or more are included. This listing is a regular Tuesday feature in RADIO DAILY.

Selection	Publisher	Times Played
The You and Me That Used To Be (Irving Berlin Inc.)		32
It Looks Like Rain (Joe Morris Music Co.)		28
Sweet Leilani (Select Music Co.)		27
Merry Go Round Broke Down (Harms Inc.)		23
Sailboat in the Moonlight (Crawford Music Corp.)		22
They All Laughed (Chappell and Co.)		22
September in the Rain (Remick Music Corp.)		21
Where or When (Chappell and Co.)		21
Carelessly (Irving Berlin Inc.)		20
Never in a Million Years (Robbins Music Corp.)		20
There's a Lull in My Life (Robbins Music Corp.)		20
They Can't Take That Away from Me (Chappell and Co.)		20
Was It Rain (Santley Bros.-Joy)		19
When Two Love Each Other (Joe Davis Inc.)		19
Toodle-oo (Shapiro Bernstein Inc.)		18
Stranger in the Dark (Crawford Music Corp.)		17
Gone With the Wind (Irving Berlin Inc.)		16
You're My Desire (Mills Music Inc.)		16
All God's Chillun Got Rhythm (Robbins Music Corp.)		15
Blue Hawaii (Famous Music Corp.)		15
Tomorrow Is Another Day (Robbins Music Corp.)		15
Turn Off the Moon (Popular Melodies)		15
Where Are You (Leo Feist Inc.)		15

Zenith Fall Program Over 74 NBC Stations

(Continued from Page 1)

ing over 74 stations. Program will feature an idea with studio audience participation, but will not be a community sing. Details are being withheld for the present.

Show is being handled through E. H. Brown Advertising Agency here, with Irving Allen in charge of the account.

Shakespeare Buildup

West Coast Bureau, RADIO DAILY

Los Angeles — Huge movie prop bust of William Shakespeare adorns the CBS Publicity department, and all over the Hollywood studios Shakespeare conferences are daily and sometimes more than daily events, and reams of copy are grinding out as CBS swings into its mammoth publicity drive on behalf of the long dead Bard of Avon, whose plays, starting next Monday, will be weekly features on both NBC and CBS national nets. CBS has added Hal Rourke, former Metro and Daily News writer, to its staff to "do" nothing but Shakespeare. Men have been put on the road, contacting newspapers, clubs and educational groups. Recordings are being planned for museum archives and perhaps for school use. NBC, with its campaign launched two weeks ago, is still flashing special bulletins, hosting college prexies, Shakespeare authorities and students at the Barrymore performances.

A distinguished company of educators—the entire summer dramatic faculty of the U. of S. C.—witnessed the Shakespearian debut of Elaine Barrymore opposite John Barrymore in "Richard III" at the NBC studios last night.

CBS and BBC to Make Short Wave Experiments

(Continued from Page 1)

sult of collaboration between CBS and BBC will form the basis of recommendation to be made at the radio conference in Cairo, Egypt, next year, when television and communication treaties will be ironed out.

Cohan stated that it was desirable to learn to what extent, if any, directional antennas on the same frequencies could be used in different countries without interference. Observations of the broadcasts will also be made in Buenos Aires. Cohan attended the International meet in Rumania while on his annual inspection of tele and broadcasting developments abroad. He visited radio centers in Vienna, Budapest and Belgium, as well as London. In Bucharest, he was official representative of CBS. James C. McNary represented the NAB.

KFI-KECA Staff Shifts

West Coast Bureau, RADIO DAILY

Los Angeles—Jose Rodriguez, long-time news editor and publicity director for the Earl C. Anthony stations, moves to the program department of KFI and KECA, and will arrange and announce the "Classic Hour." Hal Boc, NBC publicity director for Southern California, takes over the KFI-KECA publicity in addition to his regular NBC tasks, with Virginia West staying on at the station offices, under Bock's direction. Rodriguez will continue on as editor of the two stations' news broadcasts. will participate.

King Lear Leaves WMCA

King Lear has left the WMCA announcing staff. He was one of the commentators in the daily "Band Stand and Grand Stand" program.

COMING and GOING

MAX GRAF of Titan Products on the west coast is in town at the Astor.

DONALD THORNBURGH, CBS vice-president on the coast, is in town.

GEORGE MOSKOWICZ of Radio Sales on the Pacific Coast is in town.

HARRY WITT, sales manager of KNX, Los Angeles, is in town.

FRANK BISHOP of KFEL, Denver, is another New York visitor.

VIVIAN BULMER and ELLA MAY JOHNSON, WDGY, St. Paul, Minn., sales executives, have returned from a two-week vacation to the northern part of Minnesota.

MAURICE C. COLEMAN of WATL, Atlanta, is in New York for a few days.

ARTHUR J. MOSBY of KGVO, Missoula, Mont., is another New York visitor.

ARTHUR SIMON, advertising manager of RADIO DAILY, returned from Chicago yesterday.

JAMES McELLIOT of CBS press department arrived on the Coast yesterday to handle photographic publicity on the forthcoming CBS Shakespeare series. Remain there about two weeks.

ROSALINE GREENE flies to Wilmington, Del., tomorrow for Mrs. Roosevelt's broadcast.

FATHER J. A. WAGNER, manager of WHBY-WTAQ, Green Bay, Wis., is visiting in New York.

Sears-Roebuck Expands Foreign Language Series

(Continued from Page 1)

shots to reach the Polish, German and Italian foreign language listeners, similar series to be started over WDAS.

New Goldman Series

Dr. Edwin Franko Goldman will direct his group of musicians in a new Saturday series of broadcasts of the Daniel Guggenheim Memorial Concerts, in addition to his current Monday evening NBC programs, beginning July 3 at 8:30-9 p.m., over the NBC-Blue network.

The new series will be broadcast from Prospect Park, Brooklyn, where the concerts are held alternately with the Mall in Central Park.

Adrial Fried Joins KYOS

Merced, Cal.—Adrial Fried, recently with Bob Young's advertising agency in San Francisco, has joined KYOS here as commercial representative. He replaces Wayne Woolbridge, who went to Los Angeles.

WLTH Program Testimonial

WLTH will add 15 minutes to its "Great Jews in American History" tomorrow night at 10:15, when special ceremonies will be aired as a testimonial to the program and the WPA radio group. Prominent speakers

On A Little Ship Sailing The Sea
An Ocean Romance in ¾
time.

ROY MUSIC CO.
1619 BROADWAY, NEW YORK, N.Y.

The Script Library
A DIVISION OF RADIO EVENTS, INC.
535 Fifth Avenue,
New York, N.Y.
A Radio Script for Every
Sustaining and Commercial Need

NAT'L OPERATOR SURVEY IS COMPLETED BY WTMJ

(Continued from Page 1)

completed by WTMJ. The survey is based upon 223 returns to a questionnaire sent to all stations, but does not include NBC and CBS or non-commercial stations.

The compiled results, just released by W. J. Damm, manager of WTMJ, have been divided into two classes, one with the stations divided into clear, regional and local channels, and the other dividing them according to population of communities over 250,000, 50,000-250,000 and under 50,000.

Regarding the union status, the clear channel stations reported 36.66 per cent of their operators belong to a union; regional channel, 20.41 per cent; local channel, 6.32 per cent. Most of the union men belong to IBEW, which has 54.55 per cent among clear channel stations; 55 per cent among regional, and 50 per cent among local channel, compared with ARTA's 18.18 per cent for clear, 30 per cent for regional and 33.34 per cent for local, and company unions' 27.27 per cent for clear, 15 per cent for regional and 16.68 for local channels.

Average working hours are 44.17 weekly for clear, 44.95 for regional and 46.78 for local channel, with average pay per hour running 88.66 cents, 61.66 cents and 48.55 cents, respectively. Overtime is paid by 40 per cent of clear channel, 36 per cent of regional and 23.16 per cent of local channel stations, the majority allowing time and a half for overtime.

Chief engineers are employed by 82.86 per cent of clear channel stations, 45 per cent of regional and 14.74 per cent of local. Maintenance and other men who devote full time to non-operating duties are employed by 31.43 per cent of clear stations, 16 per cent of regional and 1.05 per cent of local. Operators who also announce, such as early in the morning or late at night, total 8.57 per cent on clear channel stations, 36 per cent on regional and 47.37 per cent on local.

The differences among stations in cities of large population as compared with those of smaller size correspond somewhat with the clear channel stations as compared with regional and local.

1	9	3	7
SUN	MON	TUE	WED
4	5	6	7
10	11	12	13
16	17	18	19
20	21	22	23
24	25	26	27
28	29	30	

June 29

Greetings from Radio Daily
to

Nelson Eddy Muriel Wilson
William Werges
Kenneth "Cub" Guinnip

NEW PROGRAMS—IDEAS

"Salutes" Create Good-Will

A series of good-will "Salute" programs honoring various communities in the Appalachian Area, by the H. P. King Co. department store in Bristol have done more toward really creating good-will than anything so far attempted, officials of the sponsor informed W. A. Wilson, vice-president and general manager of WOPI. Wilson schedules the various communities, which in turn supply talent for the programs. No commercial is used in the announcements, copy being entirely along the lines of the sponsor's interest in the community being honored. Contracted originally for a 13 week period, the sponsor recently renewed on an indefinite basis, giving WOPI carte blanche to continue booking the weekly programs as long as suitable communities to be honored remained.

"Success Stories"

A new series of programs will be inaugurated over Station WMCA, today when Frankie Basch, Roving Reporter, interviews Julia Coburn, former fashion editor of the Ladies' Home Journal. The new program is entitled "Success Stories," dealing with outstanding women in the country today, and Miss Coburn is the first guest on the series. Tobe, internationally famous style creator will also appear on this initial broadcast, heard at 8:15-8:30 p.m. After the first program, however, the series will be broadcast Wednesdays at 8:45 p.m., in the spot vacated by the WMCA feature, "Vanishing New Yorkers."

This is a presentation of the Special Events Department under the direction of Richard E. Fishell.

Special State Service

WDGY has opened what they term a "State Special Service Department" under the direction of Gene James. The purpose of this department will be to conduct and organize special programs throughout the state of

Radio Party in Havana

The Eighth Annual International Radio Club Party will be held in Havana, Cuba, Dec. 8-12, according to Jack Rice, president of the Club. Party this year will be limited to 100 radio, advertising agency, artists and important executives. They will be guests of the City of Havana and Cuban government, and prior to that will be entertained in Miami and Miami Beach. Parties have been an annual event since 1930.

Officials and directors of the organization are executives of radio stations throughout the country.

NBC Expedition Broadcasts

Boston—Six or seven radio contacts will be made by NBC with the MacMillan Expedition now en route to the Arctic, according to NBC officials here.

Minnesota. The first in the series of half-hour programs went on the air over WDGy last week. Written by Edward P. Shurick, assistant general manager, the show is known as the "Going Forward with Minnesota program." Program was dedicated to Brainerd, Minn. Second show, scheduled for airing the first week of July is a salute to St. Cloud, Minn. The programs feature the Hollywood American Legion Band, and special announcers point out the advantages of Minnesota as a vacation center.

Unique Brewery Program

The Radio Department of the Steele Advertising Agency, Inc., Houston, Tex., has just released a new and unique radio program for brewers and distributors. It is called "Beer-Oddities," and is the work of Clarence W. Payne, an executive of the agency. The first unit of 13 scripts presents the subject of beer in an entirely different listener appeal, bringing out the many virtues of beer as a temperance beverage.

Accident Warnings

"Human Distortions" is title of new safety program that WLBC, Muncie, Ind., has inaugurated. Program has unique listener angle in gruesome message given by character known as death. Causes of accidents are dramatized on program.

Surprise Package

A new program on CKX, Brandon, Canada is entitled "Surprise Package." Intended as a surprise, program items are not disclosed until the feature is on the air. "Surprise Package" runs on week-days, except Saturdays 6:30-6:45 p.m.

Romance of Local Business

"Romance of Fort Wayne Business," over WGL, devoting each program to history of a different local concern, is gaining wide attention. Harold Cothrell and Clair Weidnaar collaborate in producing the show.

Gen'l Mills Drops A.M. Spot

Beginning July 19 the CBS General Mills program will drop the morning spot and air the show across the country at 1-2 p.m. On the same date the CBS Continental Baking Co. will take over part of this morning time with "Pretty Kitty Kelly," 10-10:15 a.m., with the repeat for mid-west and coast listeners at 4:15-4:30 p.m., as at present. Both shows are broadcast Mondays through Fridays. Blackett-Sample-Hummert Inc., Chicago, has the General Mills account. Benton & Bowles Inc. is the Continental agency.

Ted Malone Back July 5

Ted Malone resumes his broadcasts on July 5 at 11:45-12 noon, Mondays through Fridays. Program will feature poetry readings as in the past.

40-HR. WEEK, PAY RISE FOR WCAU ANNOUNCERS

(Continued from Page 1)

but that the measure was voluntary in view of similar provisions already made for the engineering and technical staff.

Two Join Freund Agency

Mildred Wright, formerly of J. Sterling Getchell, Inc., and Fred Shacter, formerly associated with Lord & Thomas, have joined the Morton Freund Advertising Agency. Miss Wright will be in charge of all women's accounts and Shacter has been named production manager of the agency. Both appointments are effective immediately.

Swing Show Changing Time

"Saturday Night Swing Show," CBS sustaining feature, will switch time July 3 to 8-8:30 p.m., replacing the Professor Quiz show which goes to the 9-9:30 p.m. spot. Duke Ellington, Billy Halliday and Paul Sfarrett will appear on the Swing Show on July 3.

WMBH Sportcast Gets Sponsor

Joplin, Mo.—WMBH has sold sponsorship of its daily sportcast to Thomas Fruit Co., a 10-minute period six times weekly for six months. The sportcast is handled by Bruce Quisenberry of the station staff and includes a roundup of the day's events in all fields of sports.



leads in
PROGRAM
PLANNING



ANICE
IVES

Every woman's
Hour



11:15 - 11:45 AM

GUEST-ING

FRED McMURRAY and FRANCES FARMER, in scenes from "Exclusive," on Hollywood Hotel, July 23 (CBS, 9 p.m.).

JAN PEERCE, on Ben Bernie program, July 6 (NBC-Blue, 9 p.m.).

IRENE DUNNE and RANDOLPH SCOTT, in scenes from "High, Wide and Handsome," on Hollywood Hotel, July 30 (CBS, 9 p.m.).

WDGY Appointments

Minneapolis—Bill Sampson, well-known St. Paul business man, has been named St. Paul sales manager for WDGy. Dr. George Young, general manager has imported a new highly trained sales staff for both Minneapolis and St. Paul. Experienced radio account executives from the East and West have been engaged. Among these will be found Jim Thomas, Ed Tanner, Jim Reynolds, Fred McGhee and Jay Bender. This step is in line with the expansion of WDGy for 1937 and 1938.

Doris Ann McFarman, for two years identified with WTCN here, has been named assistant to Edward P. Shurick, assistant general manager of WDGy. Miss McFarman will have supervision over programs, continuity and production.

KANSAS CITY

W. H. Webb, vice-president of J. O. Young Advertising Agency, leaves today for Chicago, where he will spend the week on business.

KXBY is running 23 Ford Motor 100-word used car disks, the business handled through McCann-Erickson.

KCKN has sold Kansas City, Kas., Chevrolet dealers approximately six hours of time for the broadcasting of the annual KCK Soap Box Derby and the parade and jubilee set for next week. Actual running of the derby, expected to take four hours Thursday afternoon will be covered by Evan Fry at the starting line and Ralph V. Nelson, KCKN special events man, at the finish line.

ONE MINUTE INTERVIEW

BENNY FIELDS

"Television, once it is perfected, will be a means of speeding up the commercial program. Sales spiels will be, either in part or full, replaced by visual means of salesmanship. The radio program will have many times its present appeal through display ads instead of wearisome oral harangues. The listener will be approached more through the eye than the ear, and his enjoyment will be enhanced because this new sort of commercial plug will not interrupt the continuity."



● ● ● Barry McKinley or Larry Taylor will vocalize on "Your Hit Parade" Wednesday nite, with Stuart Allen returning to this spot after his throat-condition clears... Phillip Lord's pencil-pusher, Dorothy E. Levy, has promised herself to J. Albert Lahnstein, a liquor importer... Gus Arnheim is set for a commercial starting in Sept. This besides the transcription deal to be signed in the next few days... Del Casino's contract on the Woodbury show is a two-appearance deal—with options... Saratoga's "Piping Rock" is bidding for Ted Lewis or Vincent Lopez... Connie Boswell is set for three shots on the Ken Murray show... Ralph Wonders set the Sheila Barrett commercial for Gruen... Paul Conlon, Ed Wynn scripter, is signed by 20th Century-Fox... Ernest Cutting, NBC's new talent scout, is making it a practice to dial small stations for unheralded material... Lester Lee bestowed a great honor upon us. He named his pig "Scoops Daly."

● ● ● After losing five announcers to KMOX in two years, Woody Klose, WTMV program director is now tearing his hair over the loss of Warren Champlin, whose cartoonist-uncle has gotten him a place as a reporter on a N. Y. sheet... "Attention, all would-be announcers," says Klose now, "I'll train you for any other station in the country—or even for newspapers—and pay you while you learn!... But some day I'll figure out a contract"... Frank Clarke of WWRL is back from the hospital and at his desk... Bing Crosby and a host of screen stars will help NBC Turf Expert Clem McCarthy bring the nation a colorful description of the Million-Dollar Del Mar Race Track near San Diego this Saturday... Crosby and other flicker stars own the track... Constance Bennett, Spencer Tracy, Joe E. Brown, and some flicker execs will be heard on this show.

● ● ● Alan Dinehart, picture star, and known to the industry as the director and producer of the old "Eveready Hour" is being offered to sponsors in a new show called "Mr. and Mrs. Hollywood" with his wife and baby participating in the show... Real success story: Nyra Nash was just a singer around town with a couple of bands. She decided that she'd like to do a single and got a job at the Great Lakes Exposition... She arrived there Thursday and was to open Friday nite. Rufus Le Maire, Universal exec, was in town looking for a particular type of singer. Some one recommended Nyra and they went looking for her. She auditioned early that morning—and arrived in Hollywood last nite with a fat contract... Louis Arnold has been hired to assist Joe Bolton on sports at WHN... Richard Brooks goes commercial for an oil burner co. July 5... Lucille Johnson is out of the Paradise due to illness and will be replaced by Jerry Krueger... Mickey Alpert's Riviera orchestra is the new treat for dancing feet via MBS... Mrs. S. E. Ackerman, who coined "Time Marches On," has decided, after six years in radio, that "Time Smirches On."

● ● ● WHBF of Rock Island and Moline, Ill., again demonstrated its value in emergency service when it aired an appeal for Dr. H. P. Miller, local medico, when one of the doc's patients in a local hospital had taken a sudden turn for the worse and death was imminent. After two announcements over the station, the doctor was located and a life was saved... Another instance of the station's superior coverage was displayed after the International Harvester Farmall Works picnic for its 4,500 employees was called off the last minute. The outlet made the announcement to the effect early that morning and many saved the trip to a vacant lot... Ed Prentiss of "Today's Children" via Chi's NBC outlet bet on Braddock and was forced to roll a peanut with a toothpick across Michigan Ave. from NBS studios to the CBS studios!

PROMOTION

Production Manager Graham Poyner of WPTF, Raleigh, N. C., started something when he instigated a vacation "Pun Contest" among WPTF staff members. Each vacationist has to mail a card back home, with at least one pun during his period of rest, and next Fall when playtime ends, the winner is to be selected. The staff is already complaining against having to compete with J. B. Clark's professional gags.

Talks to Retailers

In a series of eight discussions, published in "The Grocer's Spotlight," H. S. Christian, manager of the merchandising department of King-Trendle Broadcasting Corp., gives a lot of good observations on store management, mirroring many retailers' iniquities and oversights. As the observations, impressions and deductions of a radio man who is a merchandiser and sales expert, the talks are of a very helpful, straight-from-the-shoulder nature. They give the stores much sound advice on how to better please their customers. And, of course, it builds good-will for the radio network.

Personal Contact Tours

Public relations director of CKY, Winnipeg, and its associated station, CKX, Brandon, has made it part of his duty this summer to go on speaking tours through the station's territory, taking a projector showing views of CKY's new studios and equipment, popular artists, announcers, etc. Test questions have been prepared to test public reactions to various programs. A fan publication, "Manitoba Calling," also has been started as a monthly issue containing news and pictures about station, artists and staff.

WTMV's Series of Mailings

A promotion campaign that is attracting much favorable comment has been launched by WTMV, East St. Louis, Ill., through the medium of a series of mailings. The literature consists of nine individual pieces of various sizes and design. Some are colored folders, others are mimeographed letters, and scattered in between are postcard size cartoons telling "WTMV Success Stories" in a brief but effective manner.

These nine pieces of mail are being sent out separately at the rate of one every ten days, addressed to prospective advertisers and agencies. Response to the initial circulars has been good.

Counter Display Cards

Counter display cards, carrying imprint of Len Riley's picture, and copy plugging sportscaster's air appearances of WFBM, Indianapolis, are being distributed by Pioneer Advertising Co., hired by station. Five hundred cards will be placed in as many grocery and drug stores, with verbal explanation to merchant. Riley is sponsored six nights weekly by Brown & Williamson for Raleigh and Avalon cigarettes.

WITH THE ★ WOMEN ★

By ADELE ALLERHAND

HOLLACE SHAW tonight becomes first permanent vocalist on the Mark Warnow "Blue Velvet" program, aired Tuesdays at 10:30 over CBS.... Frankie Basch pauses in her "Roving Reporting" to celebrate a wedding anniversary today.... Newly arrived from Hollywood and guest shots on the Lux Theater program, Al Jolson show, and the Winchell offering, with a series of recordings with Claude Rains to her credit, is Jean Colbert of drama and ether fame.... The Colbert lass adds a Mrs. to her name next week, the honor going to an A.P. scribe.... Ben Bernie's household augmented by one butler, whom Bernie refers to as "Mr. Connelly".... Maxon's Buda Baker is back from her business trip out of town.... Little Judy Garland celebrated a 14th birthday June 20 with five six-months-old cakes as decoration.... Reason being an erroneous announcement that her natal day was Jan. 10.... Virginia Verrill convalescing from minor injuries caused by a wrestler catapulting into her lap at the recent Hollywood fights....

▼ ▼
Gertrude Lewis, *Twin Cities'* only femme news commentator, aired over WDCY, chosen to interview wives of golf celebrities attending the St. Paul Open Golf Tournament at St. Paul, July 29-Aug. 1.... The program will be dubbed "Golf Wife".... Gertrude will interview such luminaries as Courtland Rush, Bill Barrett, Johnny Revolta, Frank Walsh, Bill Kaiser, et al.... A lass monikered Miss Mack, head of Kansas City's "Young's Style Center", is New York-bound as result of a request from local society girl that she procure the bud's trousseau.... The incident will be dramatized via KCKN, on the Young program, complete with all details, including telegrams between Miss Mack and the socialite.... Maestro Jack Renard's little gal, Winifred, graduated from Hollywood High last week....

▼ ▼
Lillian Kaye, WBRY's vocalizing lass, now has a regular spot on WINS Pat Barnes' Opera House, with Lou Katzman's musical fare as background, time being Fridays at 11 a.m.... Joe Penner's tribute to the air-cast was a party, thrown June 27, when the show faded.... Ruth Cross, horticultural authority, calls her July 3 program Independence Garden.... She'll concentrate on a plant called the "floral skunk", a self-fumigating blossoming number whose odor destroys insects....

★ ★ Los Angeles ★ ★

HOWARD C. BROWN, American representative of Station 3XY, Melbourne, Australia, who signed contracts with Pacific Coast Borax Co. for certain radio rights to "Death Valley Days," says this is the first of a number of important series that will be introduced into Australia in the near future. Live casts will be used for the "Death Valley" broadcasts.

Mark Kelly, former Hearst sports writer and broadcaster of many big Western sports events has been signed on to do the Friday night Legion fights over KFWB, with 20 Grand Cigarettes sponsoring the weekly program. Fights have been airing over KMTR.

Raymond R. Morgan returned from a three-week Eastern trip which included side trips to the fight and the convention.

Fortunio Bona-Nova, Spanish baritone who played in the East in "Dis-honored Lady" and whose voice is winning him a quick American following, will start a big time series of guest engagements, with his first set for Bing Crosby's Kraft show of July 15.

Jack Votion, NBC Artist Bureau, and Francis Scully, NBC publicity, have started their vacations.

Donald W. Dole, Minneapolis radio executive, visiting radio people here. Melbourne's 2Db continuity chief, G. W. Palmer, spending a few weeks in Hollywood.

Ken Carpenter, Buddy Twiss, Joe Parker, Norman Field, John Mather, Bill Thompson and Pat Marsh heading for Walter Wanger's to do a trailer picture for "Vogues of 1938."

Michigan Trust Company of Grand Rapids has bought 52 weeks of the Sunday Players.

J. Walter Thompson Agency tossing a swanky reception and press conference for Robert Armbruster, who takes over the Werner Janssen spot on the Chase and Sanborn hour when Janssen goes to Fleischman's program to do an all music program which will feature the Janssen arrangements, some of his own piano work and guest singers when they fit in with the program, which will be the case on the July 4 opening program on which Loretta Lee will sing.

Lux will finish its season and knock off for the summer with Robert Montgomery doing the lead in "Beau Brummel" on July 5.

Bing Crosby's last appearance before his summer vacation will include scenes from "Double or Nothing." Bing's due back Aug. 28.

Harry Elliot, San Francisco publicity chief for CBS, spending a few days in Hollywood.

Jack Benny and Mary Livingstone are figuring on getting as far away from a microphone as it's possible to do for their vacation this year. Talking about Europe.

ORCHESTRAS - MUSIC

DICK REINHART and his new dance band aired over KYA and the Orange Network Sunday night, from Sweet's ballroom in Oakland.

The Sunday evening "swing session" with Boe Norris and ork is one of WSOC's bright spots. Nell Norris, soprano and wife of director Norris, is featured soloist on special presentations. Moe Coe, saxophonist with the ork, is also a rhythm songster and handles all vocal novelties. Billie Anne Neumann, juvenile singer, is a guest performer on the series.

Japan will join with the U. S. in a trans-Pacific radio exchange in celebration July 4. Broadcast will be heard in this country at 11:30-12 midnight over the NBC-Blue network. During the first half of the program, selections played in Tokyo by the Japan Symphony Orchestra will be heard. In the concluding half of the broadcast, an orchestra directed by Ernest Gill will be heard from San Francisco.

Wingy Mannone will swing the trumpet to the vocalizing of Lee Sims and Ilomay Bailey when they appear as guest stars with Jay C. Flip-

pen on the "Broadway Melody" program over WHN June 30 from 8-8:30 p.m.

Hilda Emery Davis, wife of Maestro Meyer Davis, who will lead a 25-piece band at the Roosevelt-du Pont nuptials on Wednesday, has written a new ditty dedicated to the newlyweds titled "You Are the Reason for My Love Song." Wm. Horne, Curtis Institute tenor heard on CBS, will introduce the song at the wedding reception.

Maestro Frank Novak and ork open at the Warwick Hotel, N. Y., for CRA on June 24. Deal was set by Bill Burnham of the New York office.

The "Three Roberts Brothers" and the "Biltmore Boys," instrumentalists, will be cocktail unit attractions at the Bennett Hotel, Binghamton, N. Y., opening July 2, for the summer season. Both units signed CRA management contracts this week.

Les Brown and his Duke Blue Devils band, who scored a hit at Playland Casino, Rye, N. Y., earlier in the season have been set by CRA for a return engagement opening August 9.

★ F. C. C. ★ ACTIVITIES

EXAMINER'S RECOMMENDATIONS
KROY, Sacramento, Cal. Mod. of CP to 1340 kc., 250 watts, 1 Kw. LS., unlimited, be denied.

John D. Fields, Las Vegas, Nev. CP for new station. 1370 kc., 100 watts, unlimited, be dismissed.

W. E. Whitmore, Hobbs, N. M. CP for new station. 1500 kc., 100 watts, daytime, be granted.

William W. Ottaway, Port Huron, Mich. CP for new station. 1370 kc., 250 watts, daytime, be denied.

Phillip Jackson, Brunswick, Ga. CP for new station. 1420 kc., 100 watts, daytime, be dismissed.

Schuykill Broadcasting Co., Pottsville, Pa. CP for new station. 580 kc., 250 watts, daytime, be granted.

Pottsville News and Radio Corp., Pottsville, CP for new station. 580 kc., 250 watts, daytime, be denied.

WABY, Albany, N. Y. Mod. of CP. 1370 kc., 100 watts, 250 watts LS., unlimited, be granted.

Columbia Radio Co., Inc., Columbia, S. C. CP for new station. 1200 kc., 100 watts, unlimited, be denied.

Carolina Advertising Corp., Columbia, CP for new station. 1370 kc., 100 watts, 250 watts LS., unlimited, be granted.

Amarillo Broadcasting Co., Amarillo, CP for new station. 1500 kc., 100 watts, unlimited, be dismissed.

WMCA Gets Credit

WMCA received some unexpected front-page publicity and credit in Sunday's New York Daily News in connection with the story about the apprehension of Robert Irwin. News of the murderer giving himself up was aired over WMCA at 11:30 Saturday night via Universal Service, a Daily Mirror franchise. The News, rather than credit an opposition, credited WMCA as the source of its story.

Voorhees, Thibault for DuPont

DuPont's "Cavalcade of America," which goes musical on July 7, will have Don Voorhees and Conrad Thibault as regular features of the broadcasts. The works of Irving Berlin will be heard on the July 7 broadcast, and the music of Richard Rodgers on the 14th. The program will return to dramatizations in the fall.

Amateurs Get Break

Gloria Rich, Major Bowes amateur graduate, has been signed by Republic Pictures and will appear in a feature role shortly. Doris Weston, also a Bowes alumnus and recently signed by Warners, will co-star with Dick Powell in a new pix now getting under way.

"Kitty Kelly" Time Change

"Pretty Kitty Kelly" changes its time from 1:15-1:30 to 10-10:15 a.m. Monday through Friday.

Kathryn Cravens Adds KOY

Kathryn Cravens has added KOY, Phoenix, to her CBS network.

Donald Peterson

PRODUCING

THE ST. ANTHONY HOUR

SUNDAY, 9:30 A.M.

WHN, WIP, COLONIAL NETWORK

NEW ORLEANS

There's no verification on it, but reports here are to the effect that the city's three most important stations may raise their rates shortly and it's almost as safe as playing a slot machine to guess that one of the three will actually go through with it. Rates are considered very low in comparison with other mediums.

Reported back from the NAB convention were James Uhalt of WDSU, Vince Callahan of WWL and Jimmie Willson, program director of WWL. Willson suggested to the meeting that there should be a program directors' division of the NAB and came back with the chairmanship. Harold Wheelahan, manager of WSMB, was said to have flown back here to look at his station's new tower which rises 390 feet high and is only 16 inches wide. After that he was reported flying back to Washington to try to persuade the FCC to give his station authority to construct another hundred watter.

The Louisiana Federation of Music Clubs is said to be after radio stations to devote time to Louisiana composers.

Broadcast of the Barney Ross-Jackie Bourke fight at Heinemann park here was the latest WWL special events broadcast, handled by Henry Dupre.

OMAHA

Announcer John K. Chapel of WOW and Mrs. Chapel are planning to sail from New York in Aug. aboard the Bremen to visit Mrs. Chapel's parents in Ireland, to be presented to King Christian X of Denmark in Copenhagen, to visit Stockholm, Finland, Estonia, Poland and Germany.

Harold Morgan's band, featuring Songstress Georgia Lee, has gone into the recently-reopened Log Cabin, East Omaha night club.

Helen Gilmore, day hostess at WOW, will be married Aug. 8 to Fred Gilmore.

Violet Manning and Jean Dixon, with WOW the last eight months, have completed their contract and now are in Chicago arranging a sponsor for their script show, "Millie and Tillie."

DENVER

The new studios of WFEL, located on the second floor of the Albany hotel, were occupied last week. KFEL has been located in the Albany for several years on the first floor.

In broadcasts, sponsored by Colorado State Employment Service over KFEL, station has hung up a record of placing one job seeker every minute of broadcasting time used.

John Lambie, Jr. and Dick Merrill, transatlantic flyers, were interviewed by Jack Fitzpatrick, KLZ newscaster, during their Denver stay.

★ Coast-to-Coast ★

A SPECIALLY made recording by the WHK-WJAY staff will be played over WPTF, Raleigh, on July 2 when Mary O'Kelley, former program director of the two stations, is married to Doctor Arthur B. Peacock. The record, made in Cleveland, is facetiously entitled "O'Kelley Marches On," and has "March of Time" stance burlesquing incidents in life of Miss O'Kelley leading up to nuptials. H. K. Carpenter, general manager of WHK-WJAY and executive vice-president of United Broadcasting Co., and Don Dewhirst, WKH-WJAY baritone, will attend. Carpenter was formerly manager of WPTF and Dewhirst will sing at the wedding. Greetings and best wishes from entire WHK-WJAY staff will be extended via the transcription.

Dick Head, formerly of the announcing staff at KFBI, Abilene, Kas., is joining NBC in the fall.

Grain reports are now being aired by KFBI, Abilene and Salina, Kas., three times a day, through arrangement with the Kansas City Board of Trade.

The Wisconsin Home Hour, noon-time farm program on WHBL, Sheboygan, Wis., has adopted a guest-artist policy. So far, guests have included Thelma Gray-Dittrich, operatic soprano; the Alohas, Hawaiian group; Eddie and Ray, duo from the station's Cripple Creek Serenaders, and Viola Bortz, "the Queen of Song."

Walter Knippel, editor of the Sheboygan Amerika, presents a daily news summary in the German language on WHBL, Sheboygan, Wis.

D. J. Poynor, manager of WMBH, Joplin, Mo., was recently called into Jefferson City by Governor Lloyd C. Stark, as a member of a conference of 28 men from over the state to form a policy for protecting the wild life of the state.

WHO, Des Moines, is getting up an hour later during the summer, going on the air at 6 a.m. instead of 5:45.

WTMV, East St. Louis: Al Rauer, salesman, back in the hospital for further work on three-year-old skull injury . . . Jim Hennessey added to announcing staff . . . Red Steele (Fred Hunter), children's thriller, makes a personal appearance tomorrow at sponsor's Spanky MacFarland club meeting . . . Hillbilly trio (Frank, Smoky and Curley), formerly of Uncle Jimmy's Texas Cowboys, set for commercial by Dickerson's store.

Marty and Rogers, guitar and vocal team, are a new program on KFOX, Long Beach, Cal. Pyramid Boys, vocal and instrumental act, and "God's Half Hour," with Rev. John

Brown, also are new additions to the schedule.

Operator Cliff Fraser of WICC, Bridgeport, is off on a vacation.

Vic Hurley, former star athlete of the University of Washington, recently joined the continuity staff of KOMO-KJR, Seattle.

The Barter Theater, summer colony of leading legit actors and actresses under the direction of Robert Porterfield, is presenting weekly 45 minute programs over WOPI, Bristol, Tenn., during the summer season.

Robert Fidler, special features announcer at WHIO, Dayton, O., handled the model airplane contest aired by the station from Wright Field last week in cooperation with model airplane builders of Dayton and six other cities. Being a model airplane enthusiast himself, Fidler did a good job.

KSL, Salt Lake City: Annabel Lee, traffic head, is vacationing in southern Utah. . . Tommy Axelsen, continuity writer, convalescing in a hospital after a minor operation. . . Carvel Craig ork has been extended for remainder of the season at Starlite Gardens of Hotel Utah. . . "The Night Boat" drops from KSL's log with the Kalawaii Beach Boys set for eastern engagements.

WLBC, Muncie, claims first station in Indiana to get on the air with the Braddock-Louis fight. Started broadcasting via Transradio service half-hour before other stations, with Francis "Jake" Higgins, sports announcer, giving blow-by-blow picture, while Ottis Rousch, chief announcer, handled commentary.

Don Burton and Bill Craig of WLBC, Muncie, "thumbed" their way back from the NAB convention in Chicago.

KMO, Tacoma, has adopted the slogan of "The News Station," with the sole Puget Sound station maintaining its own staff of reporters and only news service covering the city during late afternoon and evening for broadcasting the same day.

WCAE, Pittsburgh, had seven daily news programs during the two-day newspaper strike in that city last week. Norman Twigger had to do extra duty, while Jim Murray, former Hearst Globe Trotter, was pressed into service for other programs.

Allen Walz, sports commentator of WQXR and Bill Treadwell, WOR program writer and syndicated columnist, broadcast the fight from Randall's Island on Saturday night over WQXR.

SAN FRANCISCO

Though he's on vacation, Dwight Newton, KYA's "Uncle Harry," has to come back to the studio each Sunday to present his hour kiddie program. Doug Montell is handling his daily broadcasts.

KYA's Station Manager Bob Roberts is spending his vacation at his newly built cabin in Santa Cruz mountains.

Pupils of Scott (KROW) Weakley's Federal Radio Technique class have waxed a 30-minute script of American Detective Magazine. Though Weakley is prod. mgr. at station, manager doesn't like "blood and thunder" stuff, so disk will be spun on another station soon, probably KLS, Oakland.

Stressing the oddities of sports in a program called "Sportology," William Stremmel inaugurated a series of programs on KYA, Sunday.

H. O. Fiebig, KJBS-KQW exec, vacationing in Denver and mid-western points and inspecting radio layouts enroute.

"Tales of California," a series of NBC dramas written by Samuel B. Dickson, has won the Public Utilities Advertising Ass'n award for the best utility broadcast feature in the country. Pacific Gas & Electric Co. sponsors the show.

Karl Barron is the newest member of the Orange network, joining KYA announcing staff. Formerly of WIP, Phila., he was more recently with several central and southern California broadcasters.

J. Wellington Morse, production manager, KLS, Oakland, proud-fathering after the birth of a daughter, Patricia Louise. Station threw a shindig for him.

KLS's family serial, "The Family Next Door," has begun a 3-a-week airing. Show is scripted by Mrs. Boehm.

Maestro Josef Hornick is pinch-hitting with his baton on "Waltz Time" and other programs which Ernest Gill, NBC, usually conducts. Gill is fishing in the northwest on vacation.

Barbara Jo Allen, who came from Hollywood to appear in her old role in "One Man's Family," has rented an apartment here but will be in a quandry when she is written out of serial when cast moves south Aug. 8.

First broadcast from "Treasure Island," a man-made island in San Francisco bay which is to hold the 1939 exposition here, was made Sunday, with Cliff Engle, Archie Presby (NBC announcers) and Arthur Linkletter, radio director of the exposition, on hand.

Harry Elliot, CBS press chief here associated with KSFO, has left for L. A., where he'll work on publicity for the net's new Shakespearean series.

★ Program Reviews and Comments ★

"MAC 'N' MOORE"

Eastern & Central N. E. Ice Companies

WBZ-WBZA, Boston, Daily, 8:15-8:30 a.m.

Dowd & Ostreicher Advertising Inc.

INFORMALITY AND SPONTANEITY MAKE THIS ONE OF BEST AIRINGS ON NEW ENGLAND AIRWAVES.

Probably the best aid a man ever had for shaving is the brand of "mike" merriment offered by "Mac 'n' Moore." The informality and spontaneity of this bright early morning spot has made it one of the best airings on New England airwaves. It's top-notch before breakfast fun and a whole lot better than some of the stuff offered in the evening network hours. Rumors persist that "Mac 'n' Moore" are headed for a network spot in the Fall. Principals of the program are Malcolm McCormack and Carl Moore. Carl is the best comedian of New England radio and his song and patter has been heard over the Boston stations for many years. McCormack is a regular WBZ staff announcer and is a perfect "stooge" for Moore's comedy. He also has a pleasant baritone voice.

"Mac 'n' Moore" is planned and presented by Dowd & Ostreicher Advertising of Boston, who started such acts as Colonel Stoopnagle & Budd and the Tastyest Jesters on their roads to fame. Looks like they've picked another winner.

"WHITHER MUSIC"

Sustaining
NBC-WJZ, 6:35-7 p.m.

OUTLINE OF EVOLUTION OF MUSIC, ILLUSTRATED BY CHARACTERISTIC SELECTIONS.

John Tasker Howard gave a lucid analysis of causes motivating musical trends, together with some prognostication concerning the march of music in the future, in the initial stanza of this new series. The NBC Concert Orchestra, with Josef Honti at the helm, lent able support, with selections embodying the trends under discussion. The Sinfonia from Orfeo, by Monteverdi, the 1st movement of the Mozart Quartet in C Major, the Beethoven Symphony No. 1, the Debussy Quartet in G Minor and the Arnold Schonberg Quintet for Wind Instruments, were all heard, with appropriate comment by Howard.

As the first in a new musical series calculated to combine a certain amount of judicious instruction with the presentation of the music itself, this program was effective in its freedom from condescension and simplicity of approach. Should reach both the esoteric crowd and the people who listen because they like music.

"SHAKESPEARE A LA CARTE"

Sustaining
WNEW, Saturday, 8-8:30 p.m.

SHAKESPEARE READINGS WITH AMATEUR PARTICIPATION MAKES INTERESTING PROGRAM.

A new angle was introduced to the Shakespeare war now being waged by networks when Richard Brooks started the first of a series of Shakespeare programs designed for the layman. Program has unlimited possibilities, but does need polishing up. Idea of show is to allow listeners to read their favorite passages of Shakespeare over the air, a prize being offered to the reader who receives the greatest listening audience reaction via postcards or letters. Brooks, a commentator of considerable note and talent, does an excellent job of making the amateurs feel right at home, but he should be allowed a full hour for the presentation. Those who appeared on the show last Saturday included a doctor, teacher, secretary, students, and the president of the Shakespeare Fellowship, Frank Lea Short. All in all, the program proved to be excellent entertainment, and should get better as it goes along.

NORMAN CLOUTIER

Sustaining
WJZ-NBC-Blue Network, Sundays, 8:30-9 p.m.

TOPNOTCH MUSICAL PROGRAM APTLY COMBINING SYMPHONIC AND SWING.

Perhaps one of the best musical programs on the air is this presentation featuring the music of Norman Cloutier's orchestra and vocalists. Equally as effective with swing or concert music, show is a musical montage of favorites of yesterday and today expertly arranged and executed by the orchestra. John Herrick and Charlotte Lansing provided the vocal background on a few numbers, and did it well, but vocalists were not essential.

Although Cloutier offers the same type of show which made Mark Warnow famous, his orchestra performs in an entirely different manner. Throughout the all-too-short half-hour, one gets the impression that a symphony orchestra is performing, even when the lighter music is played.

"Hi, There, Audience!"

There is no doubt that the new Ray Perkins variety show over WOR-Mutual on Sundays, 9-10 p.m., has the makings of a good air show. The sour notices received after the debut last week was taken rather seriously by the cast. In fact, RADIO DAILY'S comments were used as a basis for comedy relief, but as R. D. doesn't attempt to write comedy material, the show didn't lift itself up sufficiently on its second broadcast, though the results were somewhat

better than the first week.

The songs of Sid Gary, Willard Amison and Key Men and Nat Brusiloff's ork were enjoyable. Helene Daniels, who was absent from the initial program, was the high-spot Sunday with all her numbers. Again Gary insisted on talking—and again he muffed his lines.

Last week's production number, "September in the Rain," was well received, thus causing "It's A Small Hotel" to be rendered in a similar pattern. This wasn't quite as effective as the first attempt, nor was it rendered as well.

"Babouk"

This radio playlet dramatized by Lester Fuller from Guy Endor's novel of the same name, and presented Sunday night over CBS by the Columbia Workshop piloted by Irving Reis, marked another step forward in the Workshop's progress as a result of its experimentations. Dialogue, music and sound effects were effectively blended to produce a drama somewhat off the beaten path.

It is a story of the slave trade and the sugar industry in the West Indies, back in 1790, and how one Babouk finally led a revolt of his cruelly treated black brothers, at about the same time as France was engaged in its revolution to attain freedom and equality.

Skillful technique was employed in the presentation, and the use of a Negro chorus headed by Clyde Barrie was very helpful in creating background and mood.

"Northland Lumberjacks"

As the title indicates, this new WPA presentation, which made its debut Sunday at 4:15-4:30 p.m. over WINS, is laid in the lumber camps of the north country. First installment revealed a well written and well acted skit, introducing a quartet of characters including a young and hot-headed logger, who feels abused and overworked by the camp boss; his pal, a more easygoing lad; the boss of "bull," a tough lumberman, and a young girl, who becomes the bone of contention between the young logger and the "bull." If the initial chapter is a fair sample, the serial promises plenty of interesting action. Salone Ellis is the author.

"Progress of Education"

A helpful service program has been instituted by WINS at 2:15 p.m. on Sundays under the title of "Progress of Education." It tells both youngsters and adults how they can improve their fund of knowledge, or make up for any backwardness in their school or college studies, by taking advantage of free classes conducted by the WPA and other educational mediums. News of current activities in the world of education also is given.

Briefly

"Buffalo Variety Show," fed to CBS on Saturday afternoons at 1:30 o'clock, and "Music From Buffalo," which the NBC-Red network carries at 2 p.m. the same days, are first-rate programs.

Jimmy Shields, tenor, caught last Saturday at 1:15 p.m. on WABC-CBS, was mighty pleasing to the ear.

Julie Shields, the Southern-accent stooge with Bide Dudley on WOR, is a source of much amusement and a great help to Dudley's program.

"Western Melodies," piped east over the NBC-Red network from KOA, Denver, Saturday afternoon, is a very enjoyable musical program in the slightly upper brackets.

On his last Saturday question bee over WJZ-NBC Blue, Uncle Jim McWilliams had a dumb woman from Brooklyn who sounded awfully much like a stooge. If she wasn't, as is probably the case, she at least gave an idea.

Kay and Buddy Arnold are a bright spot with their vocalizing and strumming of pop tunes on WMCA's daily "Grand Stand and Band Stand."

"Manhattan Merry-Go-Round" on the NBC-Red, Sundays at 9 p.m., is its sparkling old self again since it returned to straight musical with Rachel Carlay and Pierre LeKreum as vocalists.

Stars from Pan-American Casino

More guest stars from the Pan American Casino in Dallas will fill the spotlight at the Pepper Upper broadcast Sunday afternoon at 4:30 CST. Muzzy Marselino, featured singer in Ted Fio Rito's orchestra, will take guitar in hand for some fancy serenading, and the Three Debutantes, vocalists with the same orchestra, plan to add the fans of the Dr. Pepper Dixie Network to their following.

San Antonio Notes

KABC, San Antonio: H. L. Taylor, head man, back from Chicago.... Judith Allen of "Happiness Hour" vacationing in Dallas and Fort Worth.... Walton Blanton now doing daily man-on-the-street.... Tee Casper of comm'l dep't has gone to KAND, Corsicana.... Steve Wilhelm was given a birthday party last week.

Robert L. Burch at KEEN

Seattle—Robert L. Burch, formerly of Portland, is the new production manager at KEEN here. He plans entire program reorganization in the near future.

NEW YORK STATE RACES ARE SIGNED UP BY CBS

(Continued from Page 1)

the MBS web, will be allowed to carry the broadcasts, but cannot pipe them to another station.

In the event CBS sells the races to a sponsor, WOR will not carry the programs. Under the terms of the agreement, WOR cannot sell the races.

During the season CBS will air at least 25 of the leading events including the Belmont Stakes, Jockey Club Gold Cup, Metropolitan Handicap, Futurity, Wood Memorial and Saratoga Handicap.

CBS Selects "Hamlet" As Shakespeare Starter

(Continued from Page 1)

appear in "King Lear" to be heard on July 26.

Miss Menken will join the cast headed by Sir Cedric Hardwicke in "Twelfth Night." This play and "As You Like It" are not set for dates. Definitely scheduled, however, are "Much Ado About Nothing," July 19, and "Taming of the Shrew," Aug. 2.

SPRINGFIELD, MASS.

E. J. Samuels, commercial manager of WMAS, is vacationing in Akron.

Arthur Bergstrom, junior announcer, WSPR, is now handling all broadcasts by the Hampden County Improvement League, which include 4-H Club programs and the Farm and Garden programs.

Ethel Hennin, head of the continuity department of WMAS, is making motor tours of New England, while on vacation.

Thomas B. Doyle, assistant engineer, WMAS, is enjoying a vacation at Nova Scotia. James Spates, chief engineer, will seek the same spot for vacation in July.

Another Feud in Radio

Colonel Jack Major, "The Colonel from Kentucky," who hails from feuding country, is up to his ears again in another feud. It all happened in Bronxville, N. Y., at the American Legion's "Night of Sport." Colonel Major regaled the audience with a few of his "whoppers." Afterward a gentleman by name of Bide Dudley introduced himself and told the Colonel he reminded him of Bob Burns. That was like waving a flag in a bull's face! (Colonel Major, being a newcomer to New York, did not know the drama critic). Bide Dudley proceeded to tell Colonel Major one of his pet whoppers. The Colonel didn't even smile, but in turn told Bide Dudley one. Bide didn't smile. That kept on until the wee small hours of the night. It all ended by Bide Dudley inviting Colonel Major as a guest on his WOR-Mutual 2:45 p.m. program on July 3. Colonel Major retaliated by inviting Dudley on his WABC-Columbia program 3:30 p.m. on July 5. The feud is expected to last until one of them makes the other laugh.

See America Quiz

An idea to sell America to the Americans turned out to be a popular feature in the form of "Answer Me This," heard over WOWO, Fort Wayne, Ind., every Tuesday at 8:30 p.m. CDST. Jimmy Jackson and Stanley Needham, the young men who conduct the program, choose a point of interest in the U. S., then questions are asked and answered regarding the chosen place. The program is well timed because it fits in with the vacation season. The questions and answers heard on the program are sent to listeners upon request.

"Les Femmes Premieres," heard over WGL, associate station of WOWO, serves the women of the radio audience by giving them a womans' idea of the News, fashion chatter, and interesting bits about women in the News.

Authors-Poets Hour

Poets, novelists and short story writers of Kansas City, Kansas have their inning on the air each Sunday evening at 8:15 when KCKN presents "Judge" C. Clyde Myers, local attorney and successful writer. Myers gives interesting information about these local writers and reads bits of both published and unpublished works.

Each local writer receives a personal letter from KCKN in advance of the program on which he is mentioned. A clipping of the Radio Column story mentioning his name is mailed to him following the broadcast.

Willys-Overland Fading

Willys-Overland Motor Co., sponsors of the "Surprise Party" heard over WOR and Mutual every Sunday, will fade from the air July 25. Reason given is that the company has a strike in its plant and can not fill orders. The show will continue under the direction of Fred Uttal for the rest of the series, and features Kay Kyser and his orchestra.

2 New WLBC Shows

Muncie, Ind.—"Tea Time Tunes," light popular and waltz program, and "When Day Is Done," semi-classical musical program, are two new air features on WLBC for afternoon listeners. Otis Roush producing both shows.

WDGY Farm Hour Expanded

Minneapolis—Coincident with the McCord Agency's 26-week renewal of the Farm Hour on WDGy, twin city station, the program has been expanded from 15 minutes to a half hour, daily. Contract for five minutes daily at 7:25-7:30 a.m. also has been renewed for a like period. WDGy Farm Hour has the endorsement and support of over 125,000 Minnesota and northwest farmers, members of the Central Cooperative Ass'n of South St. Paul.

King's Jesters Re-Signed

The King's Jesters orchestra has been signed for an additional six months starting Sept. 1 by the La Salle Hotel, Chicago. Outfit has an NBC wire and will remain at the hostelry until Aug. 1, resuming one month later. Band booked by CRA.

KIDO in New Studio

Boise—KIDO moved into its new studio on the mezzanine floor of Hotel Boise recently. C. G. Phillips, manager, says the new location affords better facilities for future operations, particularly when KIDO's affiliation with the NBC becomes complete.

Fifth Year on KSL

Salt Lake City—American Fur Co. has signed for its fifth year on KSL. Byron Ray produces the show.

KSL Adds News Period

Salt Lake City—Addition of another news period gives KSL six newscasts daily, totaling one and a half hours devoted to news each day.

LUCILLE & LANNY

"A Combination of Swingeroo"

Tuesdays and Thursdays
5-5:15 p.m. EDST
WJZ-NBC-Blue Network

Personal Representative

LESTER LEE

Artists Syndicate of America
RKO Building New York City

25% OF NBC AIR TIME GIVEN TO EDUCATION

(Continued from Page 1)

Young, General James G. Harbord and David Sarnoff.

In making the announcement yesterday of Dr. Angell's acceptance, Lohr said in part:

"Our organization is greatly honored by the privilege of having associated with it in a full-time capacity a man of Dr. Angell's distinguished attainments and notable intellectual station. In joining us, he is only changing his base of educational endeavor from New Haven to New York, from a university to the air. He will have a free hand to devise and suggest methods by which we may more effectively serve radio's listening millions.

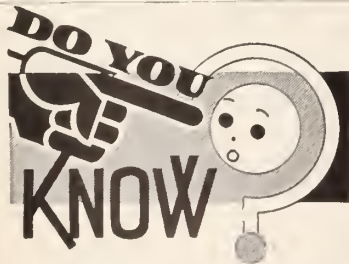
"Appreciating the importance of education on the air to the nation and to the National Broadcasting Co., our executives have deliberated for a long time the selection of a properly qualified leader in education for the work we have in mind. After consideration of several possibilities, our choice fell upon Dr. Angell, to whom an invitation to join the NBC was extended last winter. Dr. Angell considered our invitation with characteristic thoughtfulness, and as a result, reached the decision he publicly announced yesterday. Dr. Angell recognized, as we on the radio firing line believe, that this vast medium for the dissemination of education and culture could be used to greater effectiveness. He has consented to step from the academic world which he has graced for so many years into another world, but one which presents inspiring possibilities for human betterment and great public service.

COLUMBUS

George Zimmerman, WHKC singer, has been signed by two sponsors for programs featuring his hymns and "Songs of Yesteryear." Firms are Sisson Formula Co. and Rieble Appliance Shop.

Bill McKinnon, Dispatch sports editor, is again doing his "Sports Review" four times weekly over WBNS for Avalon and Raleigh smokes.

"Heart of Julia Blake," WBS disk series, has been placed on WHKC.



Al Pearce claims to be the first (or one of the first) to conduct a musical broadcast over the air. He did it in 1914 from the E. A. Portal station on the roof of the Garden City Bank, San Jose, Cal.

**CONSOLIDATED
RADIO ARTISTS, INC.**
30 Rockefeller Plaza, N. Y. CO. 5-3580
CLEVELAND • CHICAGO • DALLAS • HOLLYWOOD

*America's Leading Radio
and Dance Orchestras*

BAND OF THE WEEK

CHARLIE BARNET
and his Orchestra
HICKORY LODGE
Larchmont, N. Y.
NBC Network



RADIO DAILY

Serving the Better Interests of Commercial Radio and Television



VOL. 1, NO. 100

NEW YORK, N. Y., WEDNESDAY, JUNE 30, 1937

FIVE CENTS

10,310,000 Set Sale in '37

WARDEN LAWES RETURNS OCT. 18 OVER NBC-BLUE

William R. Warner Co. (Sloan's liniment) will bring Warden Lewis E. Lawes back to the air on Oct. 18 over 31 NBC-Blue network stations, 10-10:30 p.m. Program will retain its old title of "Twenty Thousand Years in Sing Sing" and is signed for 26 weeks through Cecil, Warwick & Legler Inc.

Dismissal Is Denied In Transradio-UP Suit

Supreme Court Justice Lewis J. Valenti yesterday denied the motion of the United Press to dismiss the libel action brought against it by Transradio Press on insufficient grounds. Transradio contends that U.P. libeled it last February by sending out letters to 35 radio stations in the midwest giving alleged ratings for the previous six months. These ratings are said to have shown that Transradio had lost seven stations in that period because of inadequate service. Valenti ruled that the matter be adjudged in a court of law. Transradio is asking nominal damages of \$50,000, and is requesting the court to determine full extent of damages.

Texas Co. Sponsoring Regatta Over WTAR

Norfolk—Texas Co. has bought the periods of 2-3 p.m. and 3:30-4:30 p.m. on July 4 in connection with WTAR's splash-by-splash description of the Hampton Motorboat Races, which take place July 3-4. Ralph Hatcher, who sold the idea and made arrangements for the show, will handle the mike on the yacht Major, where the

(Continued on Page 3)

WHN and Katz Split

The Katz Special Advertising Agency and WHN have severed connections, effective immediately, by mutual consent. Agency has handled the station's business outside of New York for the past 16 months. No announcement has been made as to the future plans of WHN in regard to national representation. Local advertising is still handled by Donahue & Coe.

WJAY Civic Series

Cleveland—A weekly series of civic broadcasts, designed for participation by school children who use the city playgrounds, and their recreational instructors, will begin tomorrow at 3:30-4 p.m. over WJAY under arrangements made by H. K. Carpenter, general manager of WHK-WJAY, and local institutions. Tap dancing, dramatics, community singing and handicraft will be included, thus keeping children off the streets, giving them experience and acquainting parents with the locations, functions and activities of the playgrounds.

FELS-NAPTHA EXPANDING MUTUAL NETWORK SHOW

Fels Naptha will expand its present two station hookup, WGN and WLW, to a coast-to-coast Mutual network on July 19. On that date 13 stations will be added, namely KSO, KOIL, WMT, KHJ, KPMC, KFRC, KDB, KGB, KFXM, KXO, KGDM, KDOM and KVOE. Program features a musical show Mondays, Wednesdays and Fridays, 1:15-1:30 p.m.

It is also reported that the sponsor
(Continued on Page 3)

More Radio Talent Set For Expo in Cleveland

Cleveland—In addition to names already announced, talent booked for personal appearances in Radioland at the Great Lakes Exposition, and which will be aired over Mutual network, includes Major, Sharp and

(Continued on Page 3)

AGRAP Seeking to Organize All Skilled Radio Employees

Renew "Passing Parade" For Another 26-Week Run

Duart Sales Co. Ltd., San Francisco (cosmetics) on July 25 will renew John Nesbitt's "Passing Parade" for another 26-week run on two networks. Renewal is confined to the Sunday 9-9:15 p.m. (PST) program
(Continued on Page 3)

Continued Increase in Radio Circulation Is Shown by Dun & Bradstreet Survey—25% Over 1936 Peak

HEARST SALES DOUBLED; TAKE LARGER QUARTERS

With national spot sales more than double last year's volume, Hearst Radio Inc. last night moved its entire staff to its new offices on the sixth floor of 20 East 57th Street. New quarters, occupying the entire floor, more than triples the old space in the Hearst Magazine Bldg. Emile Gough, vice-president, Curtis Willson, general manager, plus the sales force and accounting department will be located at the new address. Everything will be settled by tomorrow.

B. Charles Dean Disking 52 Latin-American Shows

B. Charles Dean, president of British-American Productions Inc. and international showman, is completing a series of 52 electrically transcribed shows for all Latin-American speaking countries. Programs will be under the sponsorship of Bristol-Myers and will advertise Ipana toothpaste and Sal Hepatica.

Dean has personally supervised the entire shows, even to selecting the talent. He previously wrote and supervised a series of broadcasts for Rolls Razor Co.

At the same time it was learned that British-American, under the guidance of Dean, will branch out
(Continued on Page 3)

Radio circulation and the proportionate "listener interest" continues to increase, according to estimated figures of retail sales of radio sets, the current year range based on the first four months being 20 per cent to 40 per cent more than in 1936, according to a new survey by Dun & Bradstreet. The total output for 1937 is conservatively estimated at a possible 10,310,000 sets. This would represent an increase of about 25 per cent over the peak established last year, when 8,248,755 units were
(Continued on Page 3)

AGREEMENTS SUBMITTED IN ET MUSIC DISPUTE

Attorneys for the committees representing the music publishers and song writers have submitted agreements in memo form for each side to consider, in the battle over which side shall attend to the electrical transcription licenses. Understood that attorney for the publishers has mixed two-thirds of the clauses submitted by the SPA, although it is
(Continued on Page 3)

General Foods Reserves NBC-Blue Network Spot

General Foods Corp., through Benton & Bowles Inc., has placed a 26-week contract with NBC reserving the Sunday 3-3:30 p.m. spot on the Blue network. Sponsor is using a
(Continued on Page 3)

Hot Violin

Chicago — Don Pedro lost his \$4,000 Amato violin the other morning and had to borrow a studio instrument for his WGN show. Advertised in the papers for its return. Two days later it was left with clerk at hotel with a note: "I'm sorry I took this. Didn't know it was valuable. It looked like a plain fiddle to me."

(Continued on Page 3)



Vol. 1, No. 100 Wed., June 30, 1937 Price 5 Cts.

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DON CARLE GILLETTE : : : Editor

MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, \$5; foreign, year, \$10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk and Verne Bailey, 6425 Hollywood Blvd. Phone Granite 6607.

Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.
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FINANCIAL

(Tuesday, June 29)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	160 ⁷ / ₈	159 ³ / ₄	160 ³ / ₈	+ ³ / ₄
Crosley Radio	20 ¹ / ₄	20	20	+ ¹ / ₄
Gen. Electric	51 ³ / ₄	50 ³ / ₄	51 ¹ / ₂	+ ³ / ₈
North American	22 ³ / ₄	22	22	— ³ / ₈
RCA Common	8	7 ³ / ₄	7 ³ / ₄	— ¹ / ₈
RCA First Pfd.	64 ³ / ₈	64 ³ / ₈	64 ³ / ₈	+ ¹ / ₂
RCA \$5 Pfd. B				
Stewart Warner	17 ¹ / ₄	17	17	— ¹ / ₈
Zenith Radio	32	32	32	

NEW YORK CURB EXCHANGE

Hazeltine Corp.	2 ¹ / ₂	2 ¹ / ₂	2 ¹ / ₂
Majestic	1 ¹ / ₂	1 ¹ / ₂	1 ¹ / ₂
Nat. Union Radio	1 ¹ / ₂	1 ¹ / ₂	1 ¹ / ₂

OVER THE COUNTER

	Bid	Asked
CBS A	27	28 ¹ / ₂
CBS B	26 ¹ / ₂	27 ¹ / ₈
Stromberg Carlson	13	15

WBG Adds Promotion Head

Greensboro, N. C.—Latest addition to the staff of WBG is Latane Bartlett, in charge of program promotion. Miss Bartlett, a senior at the Woman's College of the U. of N. C., has been connected with the Playlikers, a leading college drama organization, since her freshman year. She was starred in several plays, and also has appeared on several WBG radio programs. Her fashion program has created wide comment.

Miss Bartlett is now contacting newspapers, schools, organizations, etc., in the interests of the new CBS Shakespearian series starting July 12.

Handling Bernie Program

Morris, Schenker & Ross, Chicago, is now handling the radio production of the Ben Bernie-American Can program on the NBC-Blue network. Firm is handling the production for the sponsor's agency, Fuller & Smith & Ross Inc.

CLAUDE SWEETEN

NBC Tightens Up on Inter-Network Plugs

Practice of comedians plugging their buddies on opposite networks or the agency having its shows plug other programs handled by the agency has brought about a little dusting off of NBC policies by the network. Network this week reminded its clients of the clause in NBC Policies booklet which says to wit:

"As a safeguard against misuse of broadcast facilities for unfair competition, commercial programs shall not refer to any competitor, or his products, directly or indirectly, by company name, by individual name, or by brand name—regardless of whether such reference is derogatory or laudatory."

Liberal interpretation of the clause means that no show may mention another program whether it be on the same network or not. Web points to the Lucky Strike Wednesday night program on the NBC-Red which is not allowed to tell its listeners that there is another Lucky Strike show on CBS every Saturday night. Sponsor has to say "tune in on another show on a different station Saturday night, consult your newspaper for the time and station."

Levitow Plans Return To Commercial Radio

Bernhard Levitow, one of radio's first outstanding personalities in the orchestra field and for years a distinguished conductor of symphonic music, is planning to return to commercial radio, probably with an orchestral setup along more popular lines of the day. He has several negotiations now under way, and also recently auditioned an 18-piece orchestra with guest stars for the Young & Rubicam advertising agency.

Levitow, since ending his long career as musical director for the Bowman Hotels Corp., big syndicate which broke up a few years ago, has done considerable transcription work. His Sunday evening concerts at the Hotel Commodore, where he had a Symphonic Ensemble in addition to the dance orchestra, were a highly popular attractions during their existence.

KMOX Staff Shifts

St. Louis—Bob Dunville has been transferred from the sales department of KMOX to fill the vacancy of assistant general manager caused by the departure of Merle Jones to join Radio Sales in Chicago.

Bob Simpson, who recently came to KMOX from KSD, will succeed Dunville in the sales department.

"Arnold Grimm" to CBS

Chicago—"Arnold Grimm's Daughter," which General Mills has been testing on WGN for several months, moves Monday to CBS as part of the Gold Medal Hour replacing "Modern Cinderella." Cast includes, Gene Byron, Don Merrifield, Gilda Adams, Ed Prentiss, Jeanne Juvelier, James Andelin, Jean McDonald, Orin Brandon and Gertrude Bondhill. Series is written by Margaret E. Sangster and produced by Edwin H. Morse in Chicago studios. Through Blackett-Sample-Hummert.

Conn Writing for O'Keefe

Harry Conn has been signed by Walter O'Keefe to write his material for the new NBC Bristol-Myers series which O'Keefe starts on July 7, replacing Fred Allen. Conn has been employed by Jack Benny and Joe Penner.

Boy Scouts Jamboree Gets Publicity Windfall

The amount of radio publicity the Boy Scout Jamboree, which starts in Washington today, is garnering is a surprise to radio people. Practically every commercial show on the networks is plugging the get-together.

Hours will be devoted to broadcasts from Washington, with special staffs sent there to handle the programs. New York for the past few days has been flooded with Scouts passing through to Washington. Over the week-end 1,751 took the NBC tour and they came from all over the globe. One was from Siam.

Tonight NBC, CBS and MBS will devote the 9:30-10 p.m. period for a nationwide broadcast of the "Campfire and Torch Ceremonies" by the scouts.

Emceeing Latin Programs

Olga Andre, former musical comedy star and lately soprano soloist on "Woman's Page" heard over W3XAL on Friday evenings, has been made emcee of the South American program by NBC.

Francisco J. Ariza, magazine editor and commentator, heard on the "Man About Town" show Tuesday evenings over W3XAL, is now emcee of that program.

"Road to Nowhere" Sequel

The Script Library has commissioned John Fleming, author of "Road to Nowhere," to write a sequel to the original series of 13 broadcasts. One sponsor, via WBNS, Columbus, after playing the first serial, has asked for 39 additional episodes of the twosome.

Loretta Lee With Janssen

Loretta Lee will be the guest soloist with Werner Janssen on the new Fleischman program starting Sunday at 7:30 p.m. over the NBC-Blue network.

Voice Change

With the passing of the New York American, WINS is now the voice of the New York Journal and Sunday American.

COMING and GOING

GERALD KING of Standard Radio's Coast offices is in town, at The Barclay.

ROLAND MARTINI, vice-president in charge of radio at Gardner Advertising Agency, leaves tomorrow for a 10-day look around the North Woods, and spot a place for the month of July.

ERMA PROETZ, executive vice-president of the Gardner Advertising Agency, sails today on the Normandie for both a vacation and a visit to Paris Expo.

BOB TROUT, CBS special events announcer, left for Washington last night to handle Boy Scout Jamboree broadcasts for the network. Will join the President's train later in the week for some broadcast from the President's home, Hyde Park, N. Y.

C. W. CORKHILL, manager of KSCJ, Sioux City, was in town yesterday and is en route home via auto.

JOHN VanCRONKHTE, president of Van Cronkhite Associates Inc., Chicago, is due in New York the latter part of this week.

VIVIAN DELLA CHIESA flies to New York from Chicago this week-end for her guest appearance on the CBS Gulf summer show. She is then expected to plane back to Chi for her Monday regular spot on Carnation Contended Hour over NBC.

WILLIAM S. PALEY, president of CBS, with MRS. PALEY, are booked to sail for Europe today aboard the Normandie, but may again delay their trip.

PAUL D. CRAVATH, board chairman of the Metropolitan Opera Co., is another Normandie passenger.

LESTER JACOBI, president of the Schenley Distributors, with MRS. JACOBI, leaves for Europe today.

WILLIAM J. WELLES, president of the Bamberger Stores, will sail on the Normandie today.

OSCAR W. SMITH, president of Parke, Davis Co., also is Europe-bound.

COOPER P. BENEDICT, Procter & Gamble official, sails on the Normandie today.

LEWIS M. CLEMENT, vice-president of RCA Victor, sails on the Normandie today for Europe.

MRS. HILL BLACKETT and family, are also Europe-bound.

MR. and MRS. JEAN FURGASON of the Chicago office of Furgason & Aston have left New York after a visit of several days to visit WMBG, Richmond, Va., on the occasion of the dedication of the station's new studio and equipment. They were accompanied by MR. and MRS. JAMES WADE of the New York office.

MR. and MRS. W. W. BEHRMAN of WBOW, Terre Haute, Ind., are in town for several days on business.

CURTIS MITCHELL, editorial director of Radio Guide, left for Chicago yesterday. In the future Mitchell will divide his time between the New York and Chicago offices, using the Chicago office as headquarters.

ROBERT RIPLEY will return from his trip to Alaska on July 14, and will begin his new series of broadcasts on July 16.

BILL PERRY, CBS announcer arrived back in town yesterday from Peru where he did the eclipse broadcast for the web.

ROBERT A. SCHMIDT, MBS sales promotion director, and MRS. SCHMIDT sail on the Normandie today for Europe.

NILES TRAMMEL, NBC Chicago vice-president, returned to Chicago yesterday afternoon.

FREEMAN GOSDEN and CHARLES CORRELL (Amos 'n' Andy) are in town and broadcasting from Radio City for a week.

PHIL HENNESSY, NBC Washington attorney, will be in town until Friday.

RALPH KIRBERY

"The Dream Singer"

MANAGEMENT

WILLIAM MORRIS AGENCY
BILL MURRAY

10,310,000 SET SALE ESTIMATED FOR 1937

(Continued from Page 1)

marketed. Compared to 1935, the increase is nearly 37 per cent.

Individual set manufacturers report "enthusiastic reception" to the new 1938 line. Following the recent Philco Radio & Television Corp. convention in White Sulphur Springs, distributors reported a volume of orders far in excess of expectations and at a higher price level per set. Rush of orders has been reflected in special window and floor displays to further sales advantage. Recent RCA Victor meet in Chicago has also pepped up these dealers and business reported far in excess of original estimates.

General Foods Reserves NBC-Blue Network Spot

(Continued from Page 1)

split group of 13 stations (WSYR, WJZ, WBZ-WBZA, WFIL, WHAM, WEBR, WGAR, KDKA, WXYZ, WCOL and WABY). This is the same period held by client last year for Diamond Crystal Salt and it is assumed that the same product will be plugged again in this niche. No talent has been selected as yet.

Fels-Naptha Expanding Mutual Network Show

(Continued from Page 1)

desires to change the broadcast schedule of the CBS show featuring Mark Warnow's orchestra and Jack Berch to a Monday, Wednesday and Friday schedule, instead of Tuesday and Thursday as at present. Young & Rubicam Inc. has the account.

B. Charles Dean Disking 52 Latin-American Shows

(Continued from Page 1)

into the foreign field in earnest. Plans now call for programs to be built for Australia, England and New Zealand. Dean spent a number of years in each locality, and is well equipped to produce entertainment for the various countries.

Renew "Passing Parade" For Another 26-Week Run

(Continued from Page 1)

on the NBC-Pacific Red network and the Monday 7:45-8 p.m. (EDST) period on a split NBC-Red network of KOA, KDYL, WFAF, WMAQ, KYW. Howard E. Williams Co., San Francisco, has the account.

BILL ELLSWORTH
RADIO TALENT

75 E. WACKER DRIVE
CHICAGO, ILL.

NEW PROGRAMS—IDEAS

Little Theater Dramas

Under auspices of the United Charities, KMOX is presenting a Sunday morning series of dramatizations of true life stories put on by the Little Theater Radio Players. Series is entitled "With Other People's Money," and the first presentation was based on facts taken from records of the Girls' Protective Department of the Board of Religious Organization.

The players in the productions are representatives of the Little Theater group who early this year received a ten-week course of training at KMOX in the radio art. Every week they attended classes at the studios conducted by KMOX department heads. The course was very comprehensive and included engineering, program development, music of radio, production, radio news editing, continuity writing, announcing, sound effects and many other subjects.

Agreements Submitted In ET Music Dispute

(Continued from Page 1)

also stated that many publishers will probably sign the SPA agreement.

Agreements are in the form of "attitudes" on the question and that of the publishers is a short one agreeing to a 50 per cent split of the ET proceeds.

Publishers insist upon the rights to be vested in themselves and not the SPA; that article IX of the SPA by-laws be expunged; that any agreement signed will pertain to the U. S. only and not European rights; 50 per cent split is okay; that a man shall be hired to look after the SPA members' rights; that a 10 per cent cost of administration be set; duplicate statements to be rendered by administration issuing the licenses and the standard form of contract be changed from 33 1-3 split to writers to the 50 per cent figure; writer in debt to a publisher gives the publisher the right to take 100 per cent of the licenses fees in lieu of debt payment, etc.

Music men, however, through their attorney say there is no use in considering the agreements if all rights are not vested in the publisher and if foreign rights are included in the 50 per cent deal. SPA also wants individual songs licensed, and no licenses issued in a case where a bulk lot of tunes are involved. SPA wants rights vested in SPA for future set-up, but publishers are against both the last two mentioned items.

Each side having submitted a "temporary agreement," it is believed that unless both give way on various counts the matter will end up status quo. In the event one or the other agreement is signed, or a compromise made now, a final form of agreement will be reached later on.

Current Events Bee

The question and answer craze has hit Philadelphia, but with a new wrinkle. Strawbridge & Clothier "Demi-Heure" program on WFIL features a "Current Events Bee" with Elliot Lester, author, dramatist, playwright and pedagogue as "master of the bee." Questions on current events are substituted for the tricky sample of the orthographical science. Cash prizes of \$25 are awarded to the best answer men. Participation is open to all and sundry, with a pre-broadcast bee weeding out the weak sisters.

Steamship Arrival Time

WMCA now broadcasts the time when steamships are scheduled to dock each morning at 7:40 a.m., as a convenience for those who expect to meet friends at the pier.

More Radio Talent Set For Expo in Cleveland

(Continued from Page 1)

Minor, comedy trio, with Josephine Reilly, featured with Myron Roman's Radioland orchestra, the week starting July 3; Charles Carlile, July 10; Alexander Gray, July 17; Connie Gates, July 24.

From July 31 to October, the following will be heard: Irene Beasley, Aunt Jemima (Tess Gardella), Ramona, Tito Coral, The Happiness Boys (Jones and Hare), Lee Wiley, The Eton Boys, Benay Venuta.

Texas Co. Sponsoring Regatta Over WTAR

(Continued from Page 1)

station's short wave unit W3XEY will be located in the middle of the five-mile Hampton Roads course. Program will be fed by wire from the Hampton A.T.&T. office to the studios in Norfolk.

Jeff Baker, WTAR staff announcer, and Tom Hanes, local sportsman and manager of the local paper, will be on the shore pickups.

New WNEW Series

The New Jersey Information Bureau inaugurates a program over WNEW on Sunday at 11:45 a.m., to be heard at that time every week. Program will consist of recordings made by the National Emergency Council in Washington, through the medium of RCA, and will feature NBC announcers and actors.

First in local accounts
in Chicago
WGES

(In the heart of Chicago)

AGRAP IS ENLARGING SCOPE OF MEMBERSHIP

(Continued from Page 1)

newscasters, engineers, radio actors and radio signers.

Opening of the Guild to practically the entire field of radio personnel, except clerical and publicity writers, brings the Guild into direct competition with other unions such as the American Radio Telegraphists Association, Actors Equity and the Newspaper Guild. Roy Langham said that several engineering staffs in stations around the country have already signified their intention of joining the AGRAP in preference to any other unions.

Understood that negotiations are now going on between WOR officials and the announcer and production men of the station and that an announcement will be made within the next few days. Staff is said to be affiliated with the AGRAP.

Regarding AGRAP competing with other unions Langham said:

"AGRAP will not, however, compete actively for membership with other bona fide labor organizations in radio. High pressure salesmanship has no proper place in building a sound labor organization, which should be the result of spontaneous growth.

"AGRAP is independent of A.F. of L. and CIO, but will cooperate in any justifiable efforts of other labor unions to obtain better working conditions for persons employed in radio. The Guild is primarily interested in raising wages, adjusting hours and affording greater security to radio employees. Organization is a means to that end, not an end in itself.

"We have no quarrel with anybody except employers who won't admit the depression is over, that living costs have increased and that we have a Wagner Act on our statute books. Against them our action will continue to be vigorous and uncompromising."

Frances Langford Most Popular

Frances Langford will be awarded a medal as the most popular feminine singer in the annual "Star of Stars" award contest, by Carl Schroeder, west coast editor of Radio Guide, after her Friday broadcast.

**FRANK
DEGEZ**

CUSTOM CLOTHES
46 WEST 48 ST.
NEW YORK

BR yant 9-9746

Outfitter to some of the best Radio Bands on the air—Finest of imported materials with the finest of tailoring plus correctness of style. Priced from \$65 up

GUEST-ING

HOAGY CARMICHAEL, together with ZASU PITTS, on Chase & Sanborn show, July 4 (NBC-Red, 8 p.m.).

CLAUDE RAINS, BILL ROBINSON, MITZI GREEN and JOE LAURIE JR., on Vallee Varieties, tomorrow (NBC-Red, 8 p.m.).

MADGE EVANS with ROBERT MONTGOMERY, in "Beau Brummel," on Lux Radio Theater, July 5 (CBS, 9 p.m.).

VIVIAN DELLA CHIESA, on Gulf Oil Co. program, July 4 (CBS, 7:30 p.m.).

GEORGE KOJAC, M.D., former Olympic swimming champ, on Dick Fishell's Sports Resume, tomorrow (WMCA, 6:30 p.m.).

BOBBY BREEN, MARION CLAIRE, GERTRUDE BERG and IRVIN S. COBB, on Magic Key of RCA, July 4 (NBC-Blue, 2 p.m.).

MISCHA LEVITSKY on Ben Bernie program, July 27 (NBC-Blue, 9 p.m.). Deal set by the Herman Bernie office.

LESLIE LIEBER, on Ben Bernie program, July 6 (NBC-Blue, 9 p.m.). Booking set by Columbia Artists Inc.

New Mutual Outlets

Map displayed to Mutual stations at its meeting last Thursday in Chicago showed new outlets in Milwaukee, Syracuse and Albany. WISN was the Milwaukee outlet, but advises here indicate that station cannot align itself with the network even if it wants to, as CBS contract forbids. Stations in Syracuse and Albany are understood to be WSYR and WABY, both NBC-Blue affiliates. Understood, also, that the deal for the southern network has fallen through. One southern station which refused to join Mutual expressed itself as unwilling to spend \$400 a month for line charges.

R-O'K Booking Convention

Rockwell-O'Keefe Inc. will book the entire show for the 1937 convention of the National Security Traders, to take place in Atlantic City, Sept. 8-11, in Convention Hall. Spot will have a network wire.

Midgely Indisposed

C. E. (Ned) Midgely, BBDO radio time buyer, was confined to his home yesterday with a slight case of sniffles.



● ● ● Music Publishers' Protective Ass'n, at their secret meeting 24 hours ago, appointed 10 outstanding professional men to head a committee for the specific purpose of "policing" the unfair tactics of chiseling publishers and enforce a new code of ethics for the industry!... Val Ernie's band instead of Nano Rodrigo opened last nite at the Riviera... Harriet Hilliard will do only two weeks of vaudeville with Ozzie Nelson... Alexander Woolcott's "Town Crier" fades July 6... Jean Paul King must have signed that 5-times weekly WOR commercial by the time this appears in print... Al Donahue's band has already been signed for the fall at the Rainbow Room... CIO's John Mayo is NOT the former FDR announcer, John Mayo... John Nesbitt's "Passing Parade" folds its Tuesday nite series July 27 and will be heard on Mondays only throughout the summer... Roger Douless has returned to work, after all... Joan Manners is very fond of Bill Weisman's twelve-year-old son, Larry... Jerry Mann appeared at the "Singing Marine" midnite preview wearing smoked glasses.

● ● ● For the past two years KDKA announcer Bill Beal has been working on a weekly show called "Messages to the Far North" which sends messages and entertainment to men whose duties take them far from civilization... W. L. Tyrer, supervisor of Indian Affairs for Canada, stationed at Moose Factory in northern Ontario, wrote Bill that the men listen to him every Saturday nite, that they feel they almost know him personally and that they would like to see the announcer who brings them so many welcome messages... Tyrer has therefore invited Beal to join him on a tour of the posts of the Hudson Bay Co. this summer, to see and be seen by the fellows he serves... Bill has accepted the invitation, and on Aug. 6 he leaves with Tyrer in a party to tour 15 or more posts. Part of their journey will be made in a small cabin cruiser, the "Charles Stewart"... All of which proves that radio plays a very vital part to some people and that the audiences really appreciate broadcasts.

● ● ● Eddy Duchin will conduct the orchestra on the Fibber McGee and Molly show starting July 12... Lanny Ross, Leigh Stevens' band and Kay Thompson with a choir have been signed for the Venida hair-net show which will be aired via CBS starting late in July... Jack Berch's show with Mark Warnow will be heard thrice-weekly starting July 19. It's heard twice now... Gus Haenschen has returned to his show after seven weeks of flu... Lucille Johnson has returned to the Paradise show—she can't fulfill flicker commitments until this contract expires but will be heard commercially soon... Woody Herman clicked big at the Willows in Pittsburgh with Sharri Kaye coming through in five-star fashion... Oscar Shaw, star of the Bi-So-Dol show, is being screen-tested... Ted Hammerstein is building a golf course on his estate... Carl Hoff, who arrives on the coast with the Ford show next week, may sign for another commercial heard on Thursdays... Milton Berle came into Lindy's and yelled a big "hello" to the sit-downers, which prompted some wit to remark, "The Curtain MUST be up NOW!"

● ● ● In winding up the "man on the street" airings in order to introduce another show to Norfolk, Va., Jeff Baker is letting the audience interview him on the final show today via WTAR... With the membership of the "Bring-Arabesques-Back-on-the-Air" (of which Stoopnagle and Budd were charter organizers) increasing, with Chi in the lead, listeners may soon hear an old-time favorite revived after years off the air... This is indicated by the optioning of the original cast, together with Yolanda Langworthy, who wrote, directed and acted in the old show.

Coming Events

July 8-10: L'Union d'Art Radiophonique first international congress, at the Sorbonne, Paris, France.

July 12-17: International Congress of Short Waves, Vienna.

Aug. 2: Semi-annual meeting of the American Radio Telegraphers Association, New York.

Aug. 23: Credit Retailers' Ass'n of America annual convention, Hotel New Yorker, New York.

Oct. 21-22: American Ass'n of Advertising Agencies Pacific Coast Convention, Hotel Del Monte, Del Monte, Cal.

Nov. 26: Inter-American Radio Conference, Havana.

Dec. 8-12: Eighth Annual International Radio Club Party, Havana.

Feb. 1: International Telecommunications Conference, arrangements being made by General Manager of Egyptian State Railways, Telegraphs & Telephones, Cairo, Egypt.

CRA Sets Two Bands

Consolidated Radio Artists closed two bookings yesterday, one bringing Paul Sabin and orchestra from Detroit to the La Salle Hotel, Chicago, for four weeks opening today. The other brings Codolban, Hungarian gypsy violinist, and band to the Rainbow Grill, opening July 7 and remaining until the 20th. He replaces Emery Deutsch, who is going on tour. On Aug. 11, Codolban returns to the Rainbow Grill for an indefinite stay. Both bands will have NBC wires.

Third Year for "Ave Maria"

"Ave Maria Hour", sponsored by the Ave Maria Radio League of St. Christopher's Inn, Garrison, N. Y., starts its third year over WMCA and affiliated stations of the Inter-City Broadcasting System on July 11.

Ed Fitzgerald Lightens Up

Starting July 10, Ed Fitzgerald, who has daily 9 and 10:30 a.m. spots for L. Bamberger & Co., in addition to his weekly evening show, will skip the two morning shows on Saturday until after Labor Day.

Organ Capers

East St. Louis, Ill.—Not content with singing mice, Paul Godt, WTMV organist, is teaching one to play the organ. During broadcast from Majestic Theater the other morning, Mister Mouse got caught beneath the pedals. When Godt played treble, Mouse scooted for the bass. When Godt trod the bass, Mouse scampered for treble. With result that organist Godt hardly knew his bass from his mouse. When Mister Mouse climbed onto the bench, broadcast was suddenly cancelled!

The staff of WTMV swear this is a true story.



June 30

Greetings from Radio Daily

to

Philips Carlin Larry Krasner
Colonel Russ Brinkley John Mayo

WITH THE ★ WOMEN ★

By ADELE ALLERHAND

RUMOR of the Hollywood genre has it that MGM can't release flickers to radio except through Louella Parsons, who holds rights to future radio releases emanating from Leo...Walter Tetley's favorite advertising gadget is a match folder with his phiz on the cover and a key to N. Y. C. on the reverse side.... The Universal Recording of the new "Prattling Parkers" opus has Walter playing the piano...only it's Ina Grange, pianist extraordinary, who renders "Narcissus" in the juvenile manner....Hollywoodmen are saying radio will hie itself back to the east coast, where it belongs, on account of the movie arbiters are clamping down on talent going on the air....Another shadowy possibility....that Benton & Bowles may turn "Show Boat" into a super-amateur hour, with uncrowned movie talent recruited from the studio overflow out California-way....Everett Sloane and Madama are rusticated in a recently acquired New Jersey manse, complete with swimming pool, idea being to start the Sloane heir off the fresh air way.

▼ ▼
Mary Ann Mercer, who vocalizes on Bill McGrath's "Listeners' Scrapbook" over WNEW, held thumbs down on a Vallee offer to join one of the traveling units on account of she likes staying in N. Y....Harry Kraymore, announcer for that station, goes matrimonial next week, with a Brooklyn lass repeating the vows with him....Sid Schwartz, WNEW's publicity director, celebrated a first wedding anniversary on Monday.... Walter Cassel is back in town, with Mrs. Cassel and three young Cassels, all under six years of age....Aurelia Colomo, pulchritudinous warbling Latin, opens at Montreal's Mt. Royal, July 1, Rockwell-O'Keefe having made all arrangements.

▼ ▼
WTAR's program directress, Shirley Hosier, purveys flicker talk to local listeners in a thrice weekly offering "titled" "Movieland Gossip" over the Norfolk station....WCAE's warbling Nancy Martin, who's aired Tuesdays and Thursdays over that station, plans to increase her toothsome-ness by visiting her favorite dentist, on account of the fair Nancy expects soon to be screen-tested....

RADIO PERSONALITIES

No. 47 in the Series of Who's Who in the Industry

BERTRAM LEBHAR JR., sales director of WMCA and the Inter-City Network, is one of New York's native son radio executives. A Cornell grad (class of '26), Bert's early inclinations turned to law. But after two years of toting law books around at New York Law School, the lure of married life and a business career beckoned. So he entered the trade paper field as space peddler. Soon tired of that, however, and when the radio bug bit him, he took a job with the CBS sales department. A short step from there to radio directorship of Hirsch Advertising Agency.

Then in 1930 began a five-year association with WOR. Here Bert sold and produced some of the biggest accounts, including Golden Dawn Revue, Pebeco On Parade, Woodbury's Revue, Old Gold Cigarettes, Hoffman Quality Hour and numerous others. Resigned from WOR in November, 1934, to join American Broadcasting System.

When the management of WMCA reverted to Donald Flamm in January, 1935, Bert became sales director. Much of the progress of the station since is attributed to Lebharr's forceful salesmanship and knack of planning programs to appeal to New Yorkers. Under Lebharr's direction WMCA has attracted attention of leading national advertisers such as Remington-Rand, Chase & Sanborn, Macfadden, Webster-Eisenlohr and General Mills. To latter sponsor he sold one of the biggest "packages" in radio—a three-hour daily sport variety show "cross the board."

Works and plays hard—particular hobbies being tennis (they respect his service aces!) and bridge, in which he ranks as an expert. Lets golf alone and it lets him alone.



Sponsors can't come too tough for him.....

ORCHESTRAS - MUSIC

BOB CROSBY and ork make their Eastern debut of the year at Sunnyside Ballroom, Pottstown, Pa., July 3.

Frank Dailey and Mal Hallett and their respective bands will succeed Art Shaw's ork at the Plaza Ballroom, Wildwood, N. J. Spot has a WIP wire.

Kay Kyser and his Surprise Party will be heard Sunday, July 4, from the Atlantic City Steel Pier, over MBS, at 10 p.m. EDST. Studio audience is expected to number about 5,000 people. On July 11 the Kyser show will air from New York.

Maestro Henry Busse and his orchestra are scheduled to rejoin the Mar-O-Oil Revue on Sunday over the NBC-Red network, at 11:45 a.m.

Ben Pollock and band open at Sebastian's New Cafe International in Culver City, Cal., July 1, for four weeks, with an option. Deal was set by the California office of Rockwell-O'Keefe Inc.

Meredith Willson sponsors a new style of music on Captain Henry's "Show Boat", when the new edition of the program is launched July 8, in presenting "concert swing", which he says is "dramatized popular music". Willson's orchestra is a new 27-piece aggregation, organized especially for the "Show Boat" program.

When Ray Block and his "Swing Fourteen" are aired on Jack Ben-

nett's "Noonday Frolic" over WINS today at 12:30, in addition to the most recent recordings of the swing outfit, Ray Block will appear in person on the program.

Florence Ballou's newest ditty, "Evening Song", will be heard on Dolores Hanford's program over WICC, Bridgeport, at an early date.

Dr. Howard Hanson, Guy Fraser Harrison, Dr. Nikolai Sokoloff and other celebrated conductors will be heard as guest batonists of the National High School Orchestra and the National High School Band when NBC presents its fourth consecutive season of National Music Camp broadcasts from Interlochen, Mich., beginning Sunday, 10-11 p.m. over the NBC-Blue network.

Peter Kent has augmented his Manhattan Room orchestra at the Hotel New Yorker. In addition to two new instrumentalists he has Dorothy Wilkens, singing accordionist, alternating with him in the warbling assignments.

Maestro Joe Marsala, Hickory House ork leader, deserts that spot for a few weeks in order to visit France and the Paris Exposition. His musical contingent remain, however, under the direction of guitar stylist Eddie Condon.

Frank Dailey and ork are supplying the music for a series of Thursday night "Shag Contests" at the Meadowbrook Club in Jersey. The contests are open to all.

★ F. C. C. ★ ACTIVITIES

APPLICATIONS RECEIVED

Reading Broadcasting Co., Reading, Pa. CP for new high frequency station. 31100, 34600, 37600, 40600 kc., 10 watts.

Sam Houston Broadcasting Assn., Huntsville, Tex. CP for new station. 1500 kc., 100 watts, daytime.

Carl Latenser, Atchison, Kan. CP for new station. 1420 kc., 100 watts, daytime.

KLZ Broadcasting Co., Denver. CP for new high frequency station. 31600, 35600, 38600, 41000 kc., 100 watts, unlimited.

EXAMINER'S RECOMMENDATION

KSD, St. Louis. Application for renewal of license be granted and app. for mod. of license be denied.

KFUO, Clayton, Mo. CP for change in power to 1 KW., 5 KW. LS., 550 kc., share time, be granted, and app. for renewal of license be granted.

A. J. McCosker's Salary

According to the annual report filed with the Securities Exchange Commission and released through the New York Stock Exchange, Alfred J. McCosker, president of WOR, received \$63,055 as his share of profits from the Bamberger Broadcasting Service, Inc., and Radio Quality Groups Service, Inc., for the year 1936. In addition to this sum, McCosker received \$25,000 as salary total from both concerns.

Radio Guild to Offer Comedy

"The Marriage of Kitty," a high comedy adapted from the French by Cosmo Gordon-Lennox, British dramatist, will be presented by the Radio Guild on Friday at 3-4 p.m., over the NBC-Blue network. The radio adaptation will be prepared by James Church, of the NBC Production staff, who also will direct.

The next two productions on the Radio Guild schedule will be "The Rainbow," by A. E. Thomas, to be heard July 9, and "Quincy Adams Sawyer," by Frederic Justin Adams, July 16.

Broadcast from Italy

A description of the medieval Palio race at Siena, Italy, an outgrowth of the races on buffaloes and the bull-fights of the 15th and 16th centuries, will be heard in America on Friday at 2 p.m., over the NBC-Red network. The international broadcast will be shortwaved to America via RCA facilities from 2RO in Rome.

Heatherton for Chevy Disks

Columbia Artists Inc. has set Ray Heatherton to make a series of recordings for Chevrolet. Disking date is July 28.

Ed Supple Back on Job

Ed Supple has returned to his desk in the CBS press department after a short illness.

CRAIG & HOLLINGBERRY

Incorporated

Radio Station Representatives

New York
Jacksonville

Chicago
Detroit



★ Coast-to-Coast ★



PHILLIPS LORD is combing Chicago for scripts for his "Gang Busters" series.

Frank Bishop, KFEL, Denver, paused here on way to New York on business.

Sheila Barrett is playing at the Palace theater.

Morey Amsterdam reports his wife, Mable Todd, has signed for several pictures, one with Benny Goodman.

Jack Pierce, WGN engineer, bought a 30 foot cruiser in Detroit and is spending vacation bringing it back to Chicago via Lake Huron and Michigan—a 700 mile trip.

"Varady of Vienna" with Ted Weems ork on Mutual folded Sunday but will return in September, according to present plans.

Mary Ruth Milan, dancer and singer, has replaced Marge Morin in the Morin Sisters trio. Marge recently married Bob Casey of the King's Jesters. Henry Coffey is added piano player with group.

Don Thornburgh, CBS vice-president, Hollywood, back home on visit.

Dick Chindblom, WBBM assistant program director, vacationing in Canadian Rockies.

Merrill Fugit of "Kaltenmeyer's Kindergarten" back from Arizona dude ranch rest-up.

BOSTON

After a three-week try-out on WEEI, the "Neal O'Hara Radio Gazette" moves into a New England CBS network spot. Still to be heard on Mondays, Wednesdays and Fridays at 7:30 p.m., the program will also be aired over WLBZ, Bangor; WMAS, Springfield; WDRC, Hartford; WORC, Worcester, and WPRO, Providence. O'Hara is assisted by Joe Toye, Boston Traveler editor, Edson B. Smith, as financial editor, and Jay Wesley, sports announcer.

Exclusive broadcast rights to the running of the Massachusetts Handicap at Suffolk Downs track in East Boston has been signed for the next three years by WBZ. Deal was made by Arthur Feldman of WBZ.

Joe Rines returned to the hometown to play at a wedding over the week-end. This is the third wedding in the same family in six years for which Joe has furnished the music.

WEEI notes . . . Norman Young, control operator, vacationing in Maine . . . Jack Beauvais and his "Mrs." leave for Cape Cod this week . . . Lloyd Morse, production man, had a table holding several hundred pounds of transcription cabinets collapse on his leg. He's now wearing a cane . . . Dorothy Franklin filling in for Caroline Cabot on her WEEI Shopping service as Caroline takes her vacation in weekends and days off.

LANNY ROSS and Mary Eastman will present a condensed version of "Dearest Enemy", the Richard Rodgers operetta, on "Show Boat" tomorrow night over the NBC-Red network at 9-10 p.m. Regular cast, including Thomas L. Thomas, Margaret McCrae, Molasses 'n' January, Modern Choir and Al Goodman's orchestra, will be on hand.

Les Lindow of the sales staff of WCAE, Pittsburgh, plans to fly west when his vacation starts next week.

Raymond Ramsey, sports commentator and program director of KOMA, Oklahoma City, covered the broadcasting of the Oklahoma State Amateur Golf Tournament last week. The State Open Tennis Tournament will be aired for the first time by KOMA.

Dolly Mitchell, young songstress of Norwalk, Conn., will be heard on the Mutual network starting July 4. She has been on WICC, Bridgeport.

Henry W. Roberts, radio editor of Aero Digest, has an article on "Flying the Radio Ranges" in the July issue of that publication. He discusses the navigation of airplanes by the use of radio range signals, and explains why the actual results are not always in accordance with paper theories.

Lewis E. McIntyre's "News of the Road", on WCAE, Pittsburgh for more than five years, is now in a new Friday night spot at 5-5:15 o'clock.

Charles McCarthy (the announcer, not the dummy) replaces Russ Clancy on the Early Bird show heard every morning at 7:30 via WHN.

A studio party is planned over VTAR, Norfolk, between 7 and 8 a.m. on the morning of July 9. Occasion is the launching of the fourth consecutive year of Musical Calendar programs, heard over the station daily and sponsored by the Peoples Service Drug Store in the Tidewater Section. Show will feature all of the announcers available who have acted as m.c., as well as managers from the various stores, who will make their debut to the air audience.

John New, WTAR (Norfolk) sales manager, spent the week-end as guest of Ovelton Maxey, general manager of WRTD, Richmond.

"Street Forum", WMCA's man-in-the-street interviews, conducted by Roving Reporters Frankie Basch and Martin Starr, will now be broadcast on Mondays and Wednesdays at 2 p.m. and Fridays at 1:30 p.m.

When the British freighter Sandgate Castle sent out its SOS last Saturday afternoon, the Brooklyn Navy Yard phoned WMCA requesting that the station go off the air until the danger was cleared. Station signed off at 3:28 p.m. and stayed off for 45 minutes. Shutdown came within the General Mills "Grandstand and Bandstand" afternoon show which meant a credit slip for General Mills. Close proximity of the station's frequency to the 600-meter band was responsible for the Navy department requesting the sign-off. So far as known, no other station in the Metropolitan area was asked to close down.

KYOS, Merced, Cal., disproved the contention held in some quarters that broadcasting of sports events is injurious to gate receipts. KYOS recently announced the airing of the Central California League games on a Friday and Saturday. Next day, Sunday, paid attendance at the park was more than double the highest previous record.

A double-barrelled program with both volleys aimed at the community interest target was presented on KCKN last Sunday, when the regular American Legion Auxiliary program featured an interview with the director of safety for Kansas City, Kans.

On the morning of July 12, WBIG, Greensboro, N. C., will broadcast by remote control the dedication of the new half-million dollar post office in Burlington. Postmaster General Farley, and Assistant Postmaster General Branch, as well as other notables, will be present. In the past couple of years WBIG has broadcast the dedication of a number of fine new government buildings in this area, notably the Greensboro post office and the Reidsville post office.

Wilson A. Baniford, assistant engineer with WBNX Broadcasting Corp. of Springfield, Vt., was married recently.

"Uncle Len" of the Happy Hours Show heard each Saturday morning over WRJN, Racine, Wis., is vacationing in California.

WLBL, Madison, Wis., has increased its power from 2,500 to 5,000 watts.

WRJN, Racine Wis., through its short-wave transmitter station W9XLC, will broadcast an eye-witness account of the city's Fourth of July celebration from a Ryan cabin monoplane flying over the city. Blatz Brewing Co. and its Racine distributor, Louis Matagrano, is sponsoring the broadcast.

DON WILSON will do his first real screen acting in a new Universal picture for which he has been signed. Pix is "Behind the Mike", but Wilson's part will be more than a mere portrayal of an announcer, with opportunities for building up a characterization. Wilson also doing Sports Shorts for RKO.

Cecil Underwood, former producer of the Jolson show for Ruthrauff & Ryan, and more recently with the Fibber McGee and Molly airings from the Coast, is returning East with Fibber & Co.

Jacques Renard will celebrate his twelfth anniversary on the air on the Cantor program airing of July 11.

KANSAS CITY

Fran Heyser, KMBC production head, and Barbara Winthrop, continuity writer handling the scripts for "Phenomenon," the new electric utilities show developed by Arthur Church, are back from the coast with 65 platters of the series completed. They will return to California sometime in the fall to supervise the recording of another 13-week series.

Parke Carroll, sports editor of the Journal-Post, goes on the air this week via WHB with a series of 10-minute sports chats. The programs, five times weekly, will be written by Carroll and sponsored by the Hamm-Singer Corp., distributors of Hamm beer.

The Texas Rangers, KMBC's cowboy instrumental and vocal unit, has returned from a two-week vacation in California and resumed daily broadcasts this week.

For the first time in Kansas City, a polo match was aired when KMBC last week broadcast 15 minutes of the final match of meeting of the Kansas City Country Club team and a team from New Mexico Military Institute on the Country Club field, here. Jack Starr, KMBC sports announcer, did the mike work.

KXBY has sold the North Alaska Fur Co. a series of 5-minute transcription shows to be aired before each of the daily baseball broadcasts. KXBY is also airing two 100-word spots daily for the operators of a new night spot, the Nightingale Ballroom.

WTAR Technical Staff Addition

Norfolk—Dan Smith, formerly instructor at Norfolk College, is the latest technician to be added to the WTAR staff. New schedule for the WTAR ops includes two men on duty for the full operating day at the new transmitter in Glen Rock. Reason is to insure perfect operation and observation of the new directional antenna juiced last week.

☆ Program Reviews and Comments ☆

LUCILLE AND LANNY

Sustaining

WJZ-NBC-Blue Network, Tuesdays and Thursdays, 5-5:15 p.m.

BRIGHT LITTLE PROGRAM OF SONGS AND CHATTER WITH SPECIAL KID APPEAL.

With apparently nothing but a piano to help them along musically, Lucille and Lanny knocked out a lively quarter-hour of singing and light comedy nonsense in their debut on this NBC spot yesterday. They sound like a couple of performers with plenty of pep, rhythm and youthful sparkle, and, as a program aimed at the juvenile element just before time for dinner, they ought to have no trouble catching on.

"I Love You From Coast to Coast," "Carelessly" and other pop numbers were given a snappy workout by the team, and then in the light comedy and dialogue sequences there was some talk about a mythical rich uncle who is coming to New York for a visit and whom they must show around and protect from being clipped.

First stanza indicates a pleasing series.

Expect Tax Bill Signature

Washington Bureau, RADIO DAILY

Washington—It was indicated at the White House last night that President Roosevelt would sign the so-called nuisance tax extension bill, prolonging radio taxes for two years, before the expiration of the present law at midnight tonight.

Party for Semi-Blind

A party will be given to five children partially sighted, ranging in ages from 12 to 16, members of the Sight Conservation Class at Public School 116 in Manhattan by Anice Ives on her WMCA program, "Every Woman's Hour," today at 11:15 a.m. One of the children will offer a musical number and another will tell how she recovered her sight. After the program the children will be treated with candy, cake and ice cream.

ATLANTIC CITY

Ray Morgan, WPG announcer, is readying two Mutual network shows from that station for weekly presentation.

"Midnight Control," series of police dramas, produced by Harry Von Zoog, is being groomed for winter presentation over WPG.

Ralph Shoemaker, WPG announcer, is now continuity editor for the station.

"The Three Keys," erstwhile NBC instrumental harmonizers now featured at Belmont cafe, reorganize for the comeback trail. Bobby Pease at the piano, Slim at the guitar, and replacing Bon Bon on vocals is Bill Furness. Bon Bon is currently featured with the NBC Top Hatters ork.

Lux Radio Theater

Walter Winchell, James Gleason and Constance Bennett highlighted the production of "Front Page" over CBS at 9-10 p.m. Monday, and of course everyone knows the ability of both Gleason and Bennett, but Winchell as an actor no doubt gave the audience something to wonder about. In the reporter role of Hildy Johnson, Winchell may or may not have been given free rein on his interpretation. Apparently, however, the columnist's direction was not the best and he over emphasized the draggy "dese, dem and dose" style of delivery. It probably characterized the part, but was not exactly convincing. Thus the show gave the impression of being over-acted. Cut down to less than one hour added speed to this already fast script and on the whole was good entertainment.

Lee Tracy in the original stage production did not quite go the Winchell limit, but after all Tracy got the part because Jed Harris, producer, happened to have Tracy under contract. Impression is that Winchell is no sufferer from stage fright and is capable of doing much better on radio or in pix, provided the direction is not too screwy.

"Richard III"

The second offering in the NBC Shakespearean cycle was definitely up to the Barrymore standard, with the Richard III characterization etched in a memorable and incisive manner by the dean of American actors. The Anne of Elaine Barrie, although lacking in subtlety and restraint, was done in forceful and poised style. A certain amount of obscurity in plot, seemingly attendant on the pruning necessary to the presentation of Shakespeare in this manner was evident, but within those limitations the adaptation was a skillful one. Not as breathtaking an offering as the initial "Hamlet," but certainly a meritorious one.

H. V. Kaltenborn

Filling the Philco spot on CBS at 7:45 p.m. while Boake Carter is tak-

ing his vacation, the veteran commentator H. V. Kaltenborn brings his amiable though none the less forceful style to a quarter-hour where he provides quite a contrast with the regular incumbent. Followed by longer experience and more analytical weighing of affairs, Kaltenborn approaches his material more philosophically and more hopefully than Carter usually does. Kaltenborn is less the alarmist. He does not see dire consequences in all untoward happenings of the day, and the tenor of his remarks is less apt to fan the fires of controversy and unrest. In other words, he is more conducive to peace of mind.

'Darktown Strutters Jamboree'

In an attempt to lure listeners away from the networks and Shakespearean dramas, WHN has gone to the other extreme and presents a program of all sepien talent in a half hour of hot music and comedy, on the air Mondays at 9:15-9:45 p.m. It is very doubtful that the show will actually do any luring, however, as it can only appeal to a younger crowd, and even they may pass it up. The entire program is just one blast after another, with an occasional attempt at humor that falls far short of being good. Eddie Mathews, star of "Porgy and Bess," proved to be the one bright spot in the entire airing with his rendition of "Let Me Live Again." Jam music is handled by the Harlem Heatwaves, comedy by Swan and Lee, and the rest of the cast included Bob Howard, Edna Brevard, a singer who could have done a much better job, and the three Jazzters. Show needs plenty of polishing before it can accomplish its purpose.

Norman Corwin—Poetry

This presentation, heard Mondays at 9:30-9:35 p.m. on WQXR, varies in few respects from the regular programs which feature readers of poetry. However, there is no musical background to accompany the reader, and the entire program is

run by Norman Corwin. For listeners who enjoy the classics, and can appreciate the reader's material, the program offers a well balanced diet, composed of the works of many of the more famous poets. Corwin has a pleasing voice, and gives a helpful explanation before the reading of each poem. However, from a listener quantity standpoint, the program must buck the Barrymore Shakespearean series which is on the NBC network at the same time, and soon it will also have the CBS series to contend with.

"Movie Pilot"

This Day Line program on WEAJ brought a new singer to light last Monday night, and thereby should feel very proud of itself. Clyde Burke, a tenor, will undoubtedly go places. With Nat Brusiloff's band as a background, Burke went through his numbers like a veteran, and showed no traces of mike fright. House Jamison and Howard Barnes completed the cast. Very pleasing quarter-hour.

3 Gardner Agency Shows Set for Return in Fall

Three Gardner Advertising Agency network shows that left the ether this week are set for return in the fall. They are: Tom Mix, for Ralston cereal, back Sept. 27, five weekly on NBC; Ry-Krisp show with Marion Talley, Jos. Koestner and Hall Taylor choir, returning Sept. 26, and Pet Milk program with Gus Haenschen orchestra, Mary Eastman, Bill Perry and The Serenaders due back Oct. 2, on CBS. Latter show is coast to coast excepting WABC. Cast of the last-mentioned program will journey to St. Louis first week in August for a guest appearance on the Pet milk daytime show ("Home Economics"), on CBS. Additional exploitation is also planned in this connection.

Fast sales growth of the comparatively new Shredded Ralston cereal, suitable for summer (or winter) consumption may result in this sponsor buying time on a 52 weeks basis next season.

Signs for "Script Folio"

WBTV, Danville, Va., has signed a contract with Star Radio Programs Inc. for the "Script Folio," a Star Radio Service which contains seven half-hour programs, 20 commercial tie-ins and 30 musical introduction announcement leads, making this the third Star feature contracted for by WBTV.

CLYDE BARRIE
CBS

Thursday

6:15 P. M.

NEW BUSINESS

Philadelphia

WFIL: Freihofer Baking Co. (Bond bread), through Richard A. Foley agency.

WIP: City of Wildwood, N. J. (resort); Hunt's Amusement Enterprises, Wildwood, N. J.; Endy Bros. (carnival).

KSL, Salt Lake City

Petite Shops of Salt Lake City, Ogden, Provo, Pocatello and Preston, placed by W. E. Featherstone; H. D. Lee Mercantile Co. (Lee Rider's overalls), through J. Stirling Getchell;

Dodge Motors, through Ruthrauff & Ryan; Chicago Engineering Works, increasing spots through July, through Lunke Advertising.

KMOX, St. Louis

Terre Haute Brewing Co. (Champaign Velvet Beer), half-hour weekly variety show, through Arbee Agency, Indianapolis.

KFI, Los Angeles

Beaumont Laboratories, St. Louis (patent medicine), disks, starting Oct. 11.

Viewpoints

Says Radio Will Do Right By Shakespearean Drama

"Can radio do the right thing by Shakespearean drama? Is radio the proper medium for the Bard's works? The answer is most emphatically yes. "Shakespeare's plays were written for the ear alone. Elizabethan playwrights did not have the facilities, nor did they deem it necessary, to cater to sight. Shakespeare, Dryden and John Denis would have been the highest paid radio writers if they lived in our times. Their works are not only appropriate for the invisible audience, but they were written in the language of the day. They were modern and up to the minute. In addition, Shakespeare was a coiner of words—a fashion which as far as language is concerned, is rapidly becoming more important in current writings.

"But the chief important thing is the fact that a limited knowledge in the science of theatrical sceneries and properties made Shakespeare turn his entire attention to pleasing the ear—and the mind. And, if the current plans aren't changed, the networks plan to modernize the Shakespearean plays they will present to the extent where obsolete words and phrases will be deleted without losing the general effect and continuity of the story. It should prove to be the biggest thing in radio."

—ROSALINE GREENE.

Sees Television Ending Wordy Commercial Plugs

"The listener's pet peeve — too wordy commercial plugs—will abate when television comes in. I visualize the program of the future wherein the audience will be commercially approached through the eye more than the ear.

"This won't take much time and will contribute to an almost 100 per cent uninterrupted broadcast. When the audience looks at a commercial program, it will be able to see many pictorial evidences of the sponsor's product. The presentation will be much subtler, less obvious, and no doubt more effective."—TED LEWIS.

ONE MINUTE INTERVIEW

MILDRED CHETKIN

"I think dramatic presentations on the air would benefit if the material were written directly for radio, instead of adapted from plays intended for some other type of presentation. Contests, backed by sponsors, the object of which would be to select the best one or two act play submitted, might be one way of encouraging this kind of literary endeavor."

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations:
No. 47 of a Series

WCSH—Portland, Me.

940 K.C.—1,000 Watts Night, 2,500 Watts L.S.

HENRY P. RINES, President

L. T. PITMAN, Comm. Mgr.

GEO. F. KELLEY Jr., Supervisor

WCSH, regularly servicing the rich northeast markets of the country, is owned and operated by the Congress Square Hotel Co. Established in June, 1925, as a 500 watt station by its present owners, WCSH today has grown to be one of the most powerful outlets on the eastern seaboard. A member of the WEAF chain when that network was still operated by the American Telephone & Telegraph Co., WCSH became a member of the basic NBC-Red network when the National Broadcasting Company was formed in 1926. During the life of the New England network WCSH was a basic member, and is now a regular outlet of the Yankee network. Because of its network affiliations, and its value to national advertisers, WCSH devotes the majority of its 16 hours of daily broadcasting to programs of network origin.

The staff of WCSH is headed by George F. Kelley Jr., who is supervisor of radio for the Rines interests. L. T. Pitman is commercial manager; Albert W. Smith, program director, and G. Fred Crandon, chief engineer. Studios and business offices are located in the Congress Square Hotel and the WCSH transmitter is situated in Scarborough, Me.

Among the national advertisers to use WCSH regularly are Cities Service, Kraft Cheese, Maxwell House Coffee, Standard Brands, American Tobacco, Bristol-Myers Co., Procter & Gamble, Packard Motor Co., Lady Esther cosmetics, Grape Nuts, General Electric, Firestone Tire & Rubber Co., Sealtest Laboratories, Chase & Sanborn and Jell-O. Artists who appear on the station include Burns and Allen, Fred Astaire, Fred Allen, Jack Benny, James Melton, Jane Pickens, Rudy Vallee, Bing Crosby, Bob Burns, Lanny Ross, Wayne King and his orchestra, Phil Spitalny and his all-girl orchestra, Marion Talley and Don Ameche, W. C. Fields and Werner Janssen. Local talent is utilized for programs of local origin, but no artist bureau is maintained.

☆ ☆ Philadelphia ☆ ☆

Helen Kiley, of the WIP press department, rushed to the Misericordia Hospital for an appendix bobbing.

Dr. and Mrs. Paul Meyer (she's WIP's Mary Haines of the program department) leave Friday for a two-week belated honeymoon-vacation in Maine.

Clifford C. Harris, WIP technical supervisor, has appointed Martin Oebbecke as assistant technical supervisor and James Peterson as equipment supervisor.

J. Jessie Kane, secretary to Benedict Gimbel Jr., WIP prexy, married and resigned. Anne Emilie Schmidt shifted to succeed her.

As a farewell gesture to Jan Savitt and his Tophatters, KYW-NBC swing band starting on tour for the month of July, more than 50 radio stars of the KYW Artists Bureau will be featured in a mammoth one hour program tonight at 10:45. Show is being whipped into shape by James Begley, KYW program manager.

Murray Arnold, WIP director of public relations, button-holed with carnations all week to mark his second wedding anniversary.

Bill Harris, of the WDAS engineering staff, off to Georgia this week to get in a couple licks at duck hunting.

A. W. Dannenbaum, WDAS president, back at his desk after a spell in the hospital to get his appendix spliced.

Lanse McCurley, sports editor of the Philadelphia Daily News, airing

the blow-by-blows from the outdoor ringside at the Cambria Stadium via WDAS. Pat Stanton and Harold Davis on the assists.

Peggy Farnsworth, formerly secretary to James Begley, KYW program director, takes a similar post as secretary to A. W. Dannenbaum, WDAS president.

Laura Morgan Button, director of the Vogue School of Fashion, starts her new series of broadcasts over WIP on July 2.

Norris West, assistant program director at WCAU, will vacation at the seashore.

Charley White, dancing teacher, plans a series of radio programs for the fall consisting of dancing lessons.

Wayne Cody, WFIL "Jolly Man," celebrates his 1700th broadcast this week, doing six shows weekly since 1931.

Ben Alley, WCAU tenor, won a poll conducted among listeners for the most popular 6 o'clock program on the air. He handles the Household Finance Co. show.

Paul Metcalf, cousin of Ethelbert Nevin, is doing a guest vocal stint over WHAT, Bobbie Burke accompanying at the piano.

Sylvan Levin, conductor of the Curtis Institute Symphony Orchestra, a regular winter feature of CBS, eloped with Elizabeth de Young.

Albert A. Cormier, vice-president and general manager of WIP, leaves this week on vacation.

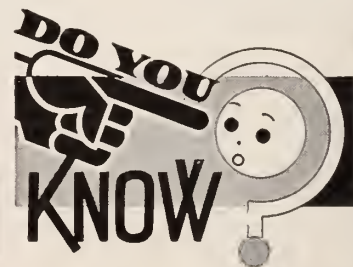
☆ "Quotes" ☆

RICHARD HIMBER: "The task of radio is three-fold. Not only do broadcasters have to patiently develop stars, originate numerous ideas, but they must protect these ideas for itself. The numerous inroads of stage, night-club and screen upon radio have not decreased the value of radio as a top-ranking entertainment medium, but have caused the men behind the mike to work just that much harder to keep the radio where it is. It seems unfair to all concerned that radio cannot erect some type of 'idea control' which will permit it to originate ideas which can't be jumped upon by the other entertainment fields and stolen from under the broadcasters' very noses."

MILTON BERLE: "The real comedian is the radio comedian who can hold his place in radio through the years. Because radio comedians must have completely new shows every week, because radio comedians must always be on the alert to turn the news-of-the-day into the humor-of-the-day, and because radio comedians have such a short time in which to prepare their programs, they must be credited as the real comedians. Motion picture funsters have months and even years to work up their picture situations. Vaudeville and night club funsters can use the same material for ages, but not so with the radio comedian."

LEE WILEY: "The vocalist on radio must be a specialist in the various types of songs she sings. Radio more than any other medium of song vocal expression demands that its stars be perfect in every qualification. The vocalist on the stage or screen who has the chance to roll her eyes, move her feet, or use the 'mugging' effect can get by on the minimum in song interpretation. But, the radio singer must be able to sing her songs to perfection and the perfection must be musical perfection."

CAROL WEYMAN: "There was a time when a girl was considered 'plebian' if she looked for a career, especially in radio or its allied fields. Today, if a girl is fortunate enough to have received offers from any radio studio, she can use that as an 'in' for her social contacts."



Peter Kent, the orchestra leader, originally studied to be a minister.

Original magazines courtesy of the
Wisconsin Center for Film and Theatre
Research

Coordinated by the
Media History Digital Library
www.mediahistoryproject.org

Funded by a donation from
Richard Scheckman